

ISSUE

17

ULTIMATE

SPIDER-MAN®



BENDIS
BAGLEY
THIBERT

MARVEL®

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I'm here to hunt the one you call Spider-Man.

And I'm going to kill him with me bare hands.



There you have it, Katie.

Publicity stunt? Sure sounds like it.

But we all know Kraven is a master showman...

...so it's bound to be a fun show to watch.

What did we say about eating in the living room?



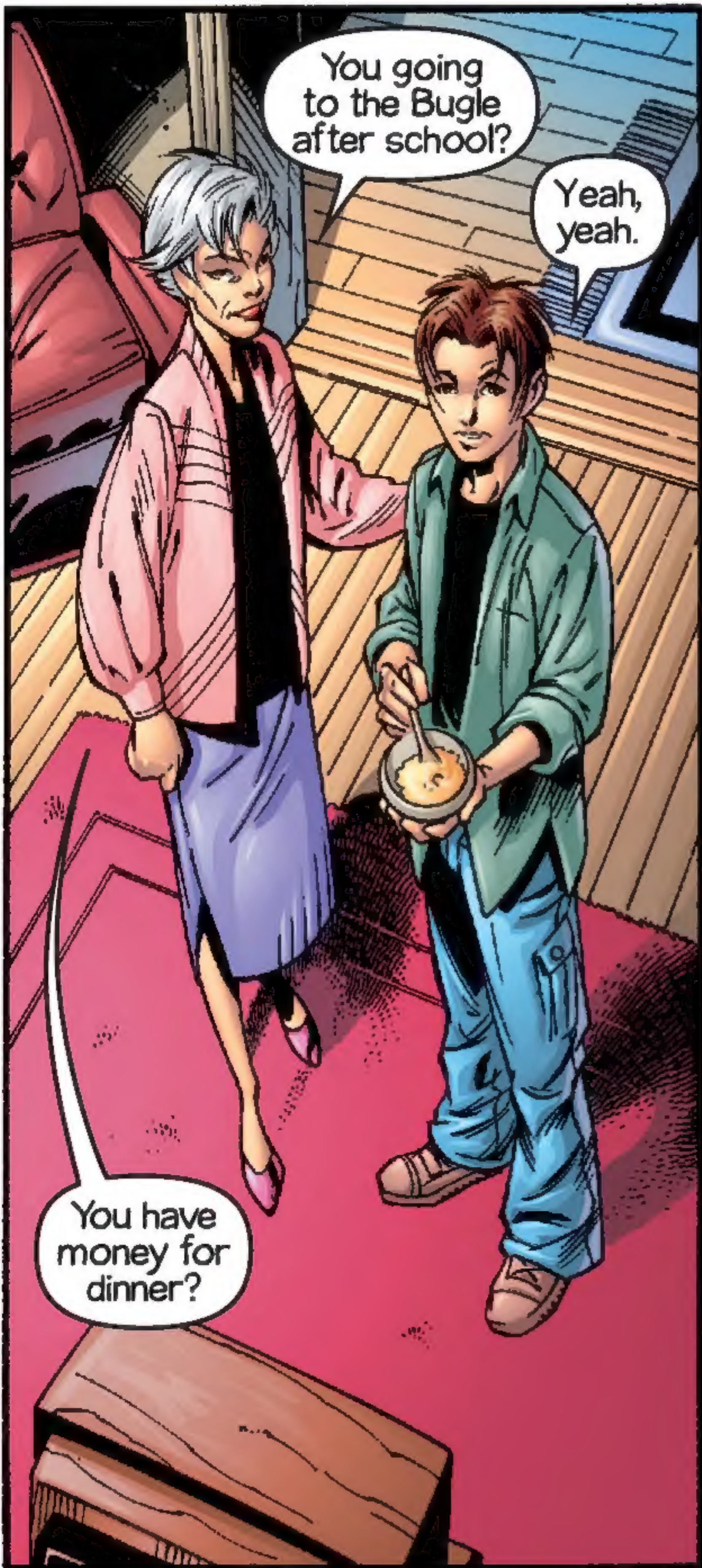
Did we say we liked it?

Have I ever laughed at that joke?

Did you see what that guy on TV just said? Guy said he was going to kill Spider-Man right on TV.

Are you ready for school?

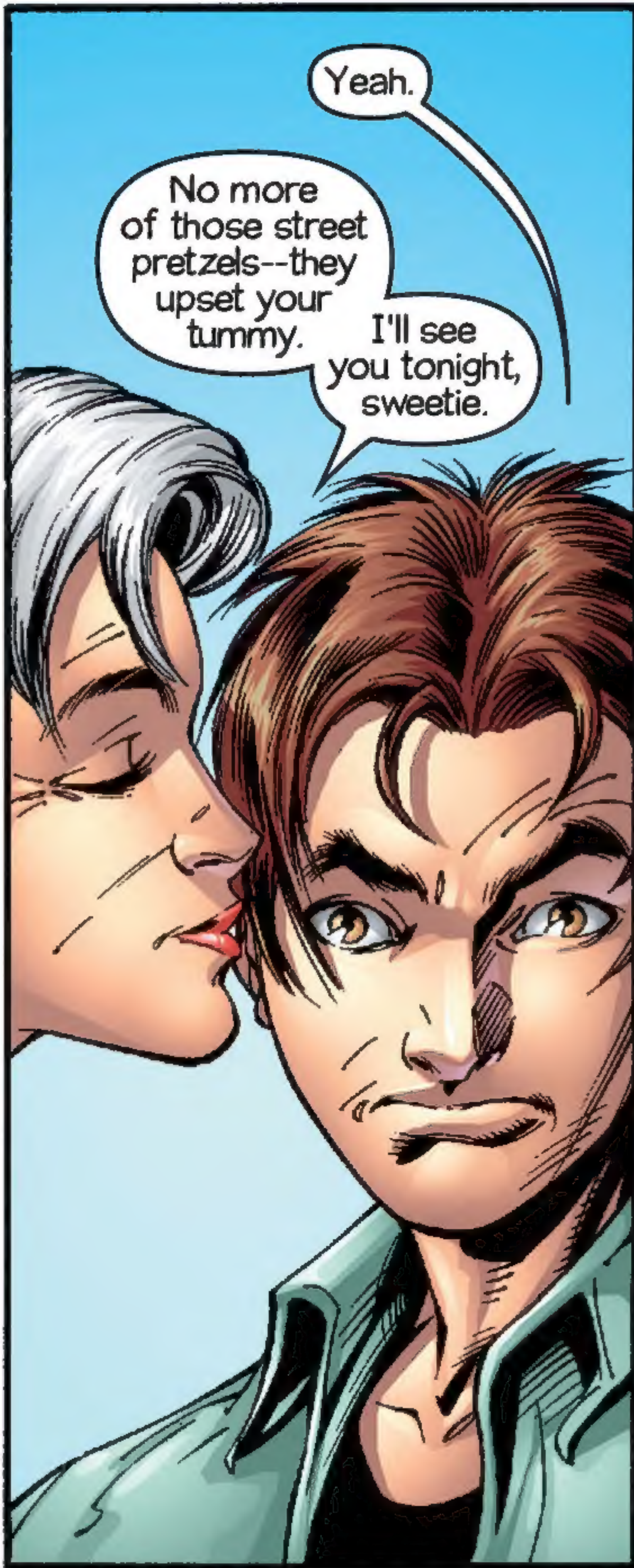
Right on TV! Guy said he was going to--



You going to the Bugle after school?

Yeah, yeah.

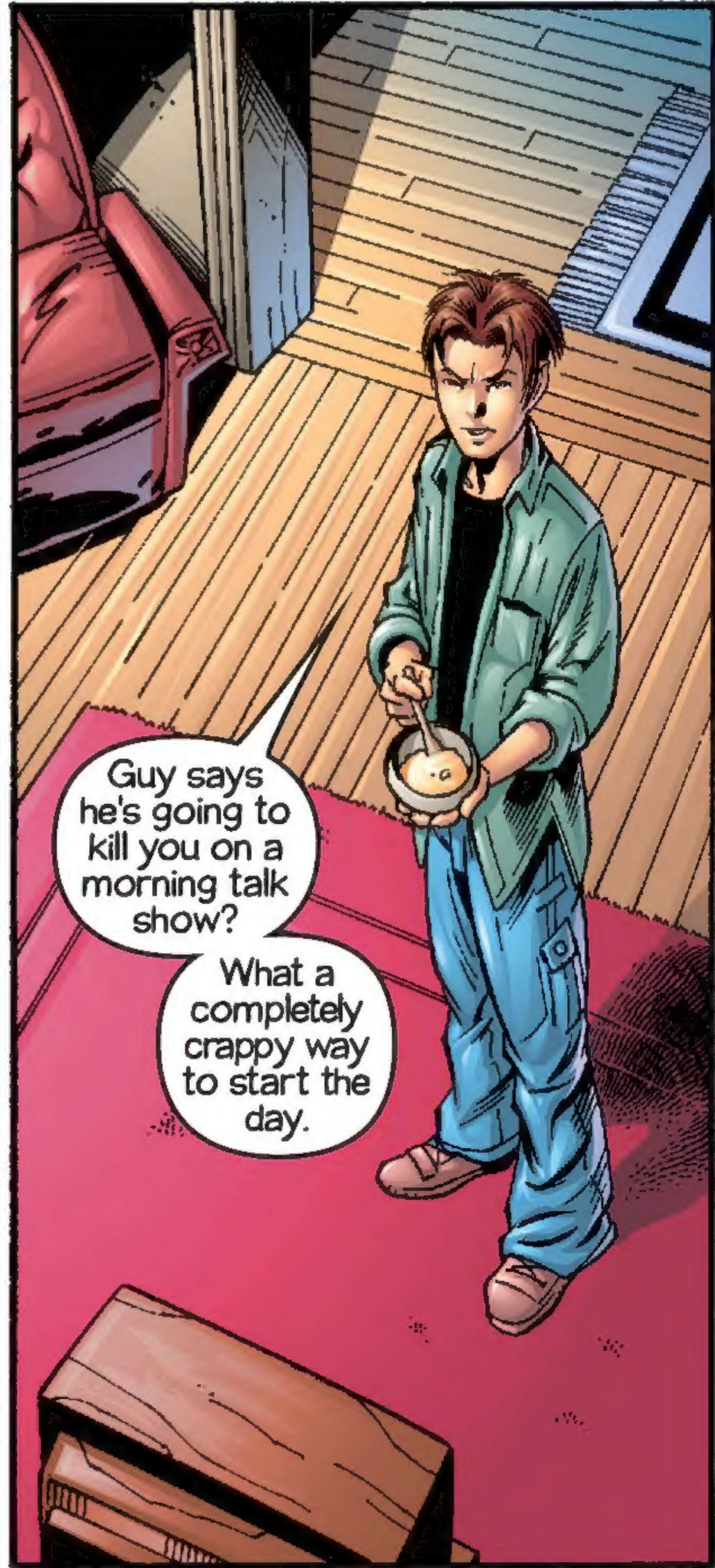
You have money for dinner?



Yeah.

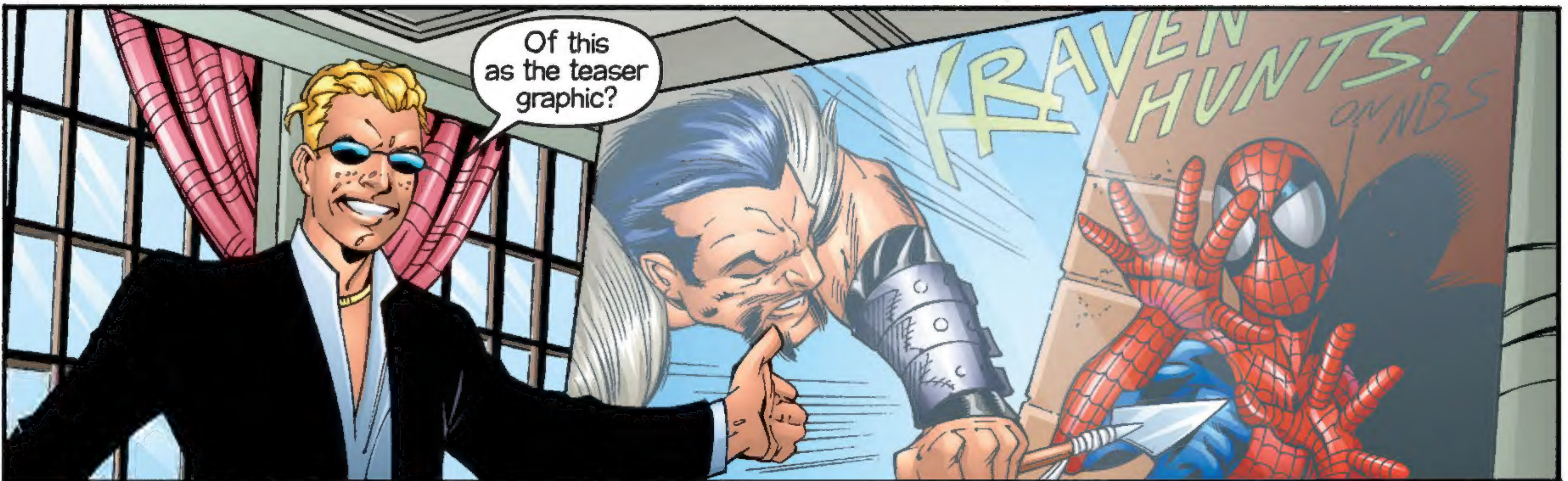
No more of those street pretzels--they upset your tummy.

I'll see you tonight, sweetie.



Guy says he's going to kill you on a morning talk show?

What a completely crappy way to start the day.





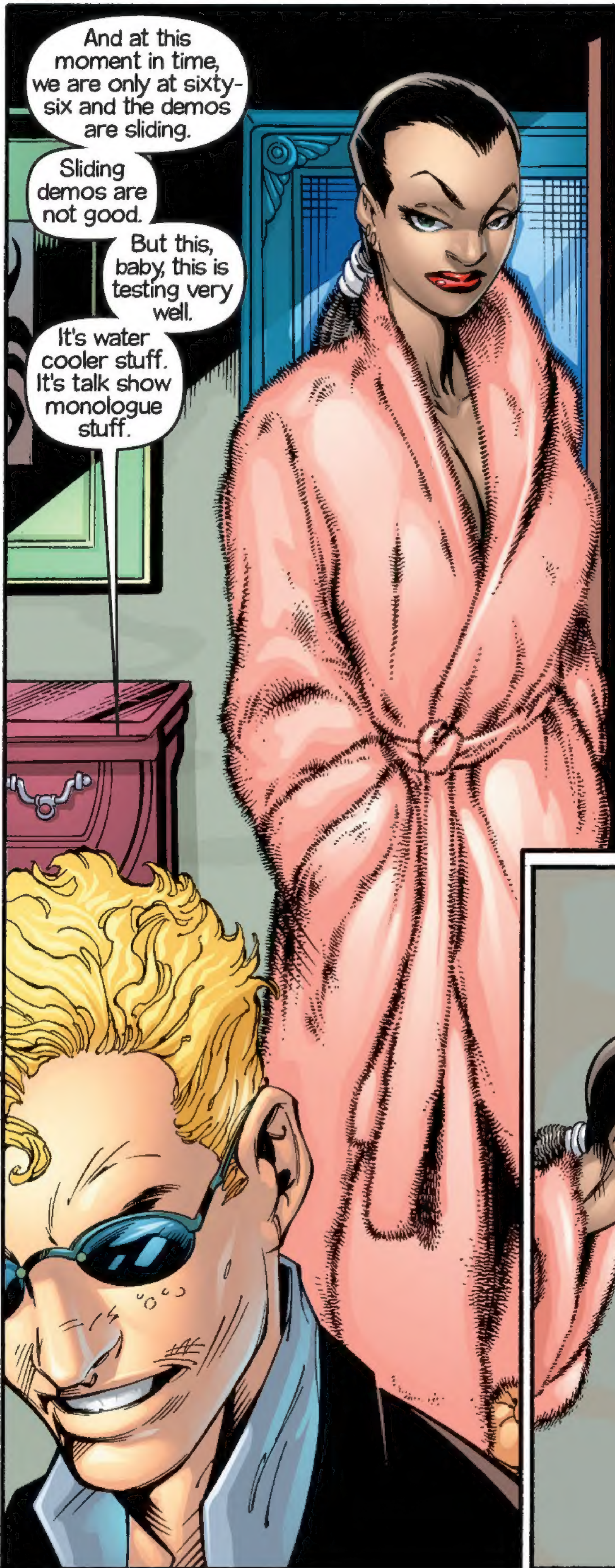
It's cheap theatrics.

And it will keep you on the air for another two years.

And that's aaaall I care about. And it's all you should care about, too.

We need one hundred episodes in the can--one hundred and we're in syndication heaven, Seinfeld money.

One hundred and then we can all sip margueritas by the sea, mama-cita.

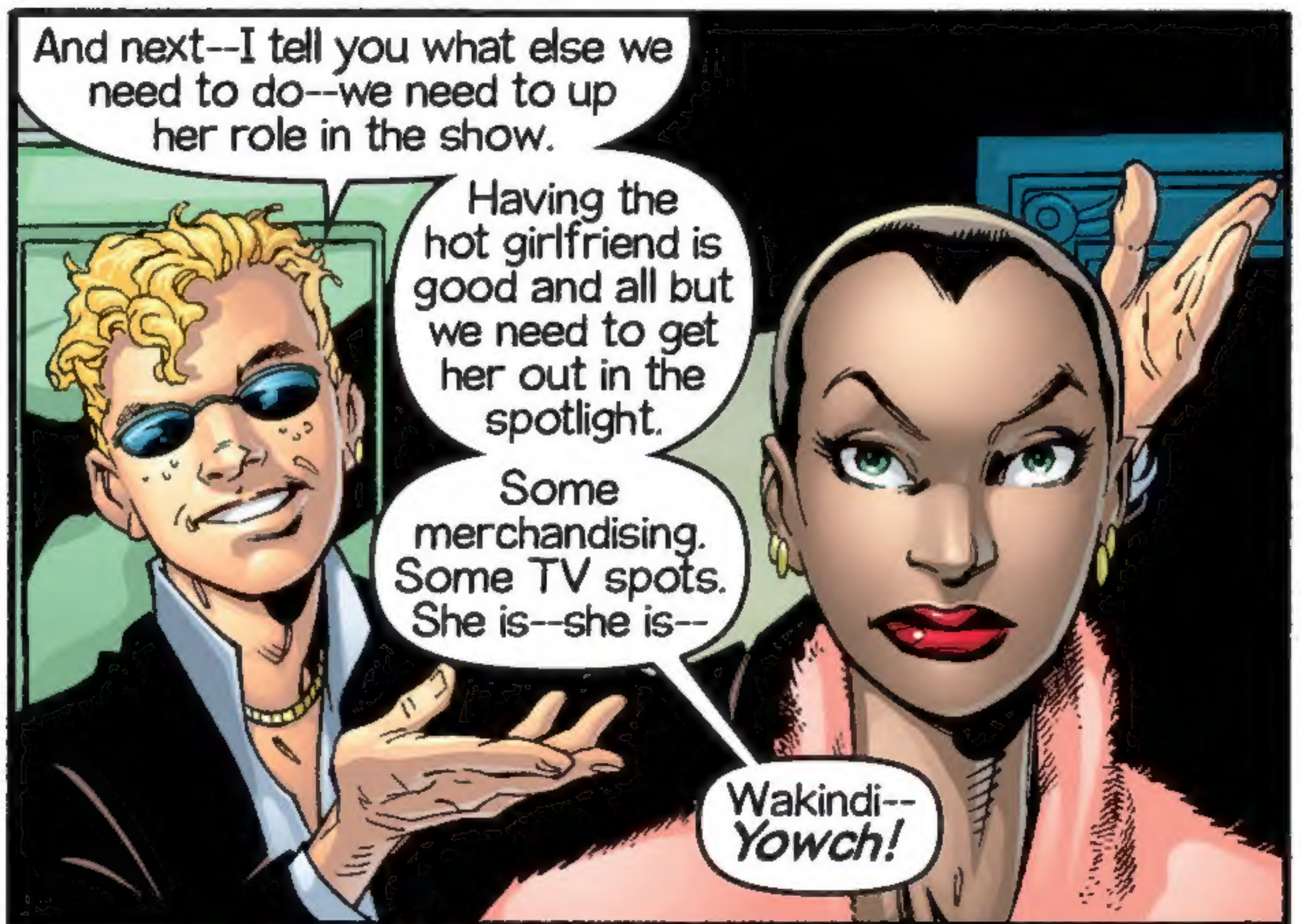


And at this moment in time, we are only at sixty-six and the demos are sliding.

Sliding demos are not good.

But this, baby, this is testing very well.

It's water cooler stuff. It's talk show monologue stuff.

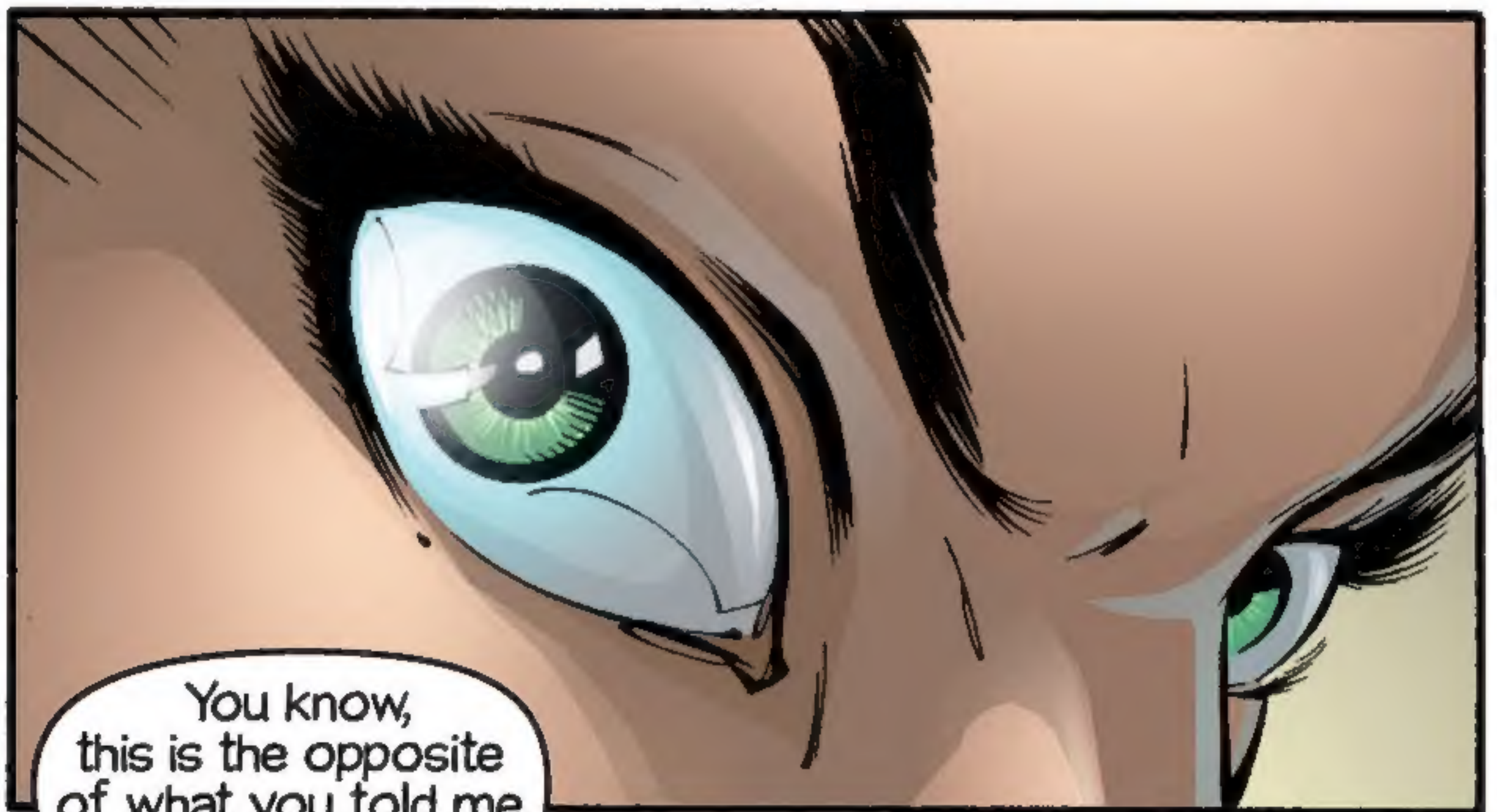


And next--I tell you what else we need to do--we need to up her role in the show.

Having the hot girlfriend is good and all but we need to get her out in the spotlight.

Some merchandising. Some TV spots. She is--she is--

Wakindi--Yowch!



You know, this is the opposite of what you told me two years ago.



What happened to tempering the act for American audiences? What happened to--?



And--and two years ago I was right.

But now? Now I am right again.



Kraven baby-- for the next six months you are going to be sex and violence personified--

--ratings go up--we hit our mark...

...after that? You can look in the camera and read 'The Great Gatsby' for all I care.



But the good news for all of us is: you are sex and violence personified.

So, just be yourself. Be you, being you.

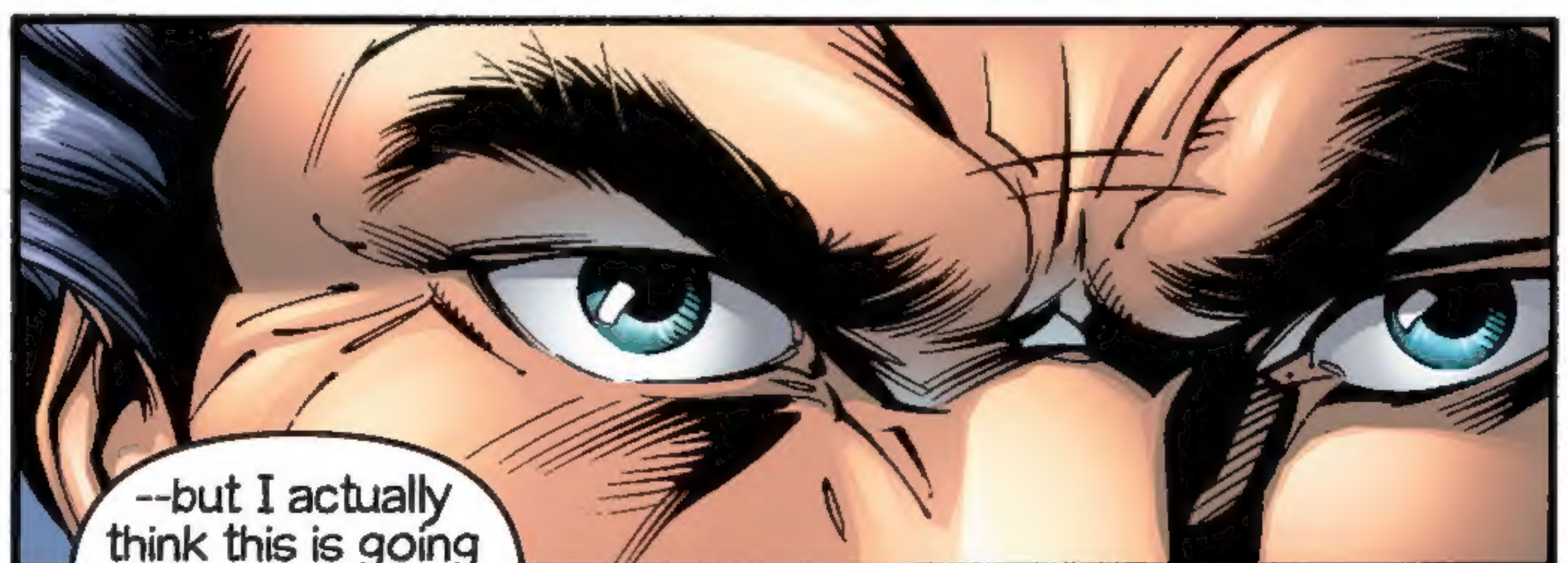
Focus that incredible charm and prowess right here--right now.

Have fun with it.

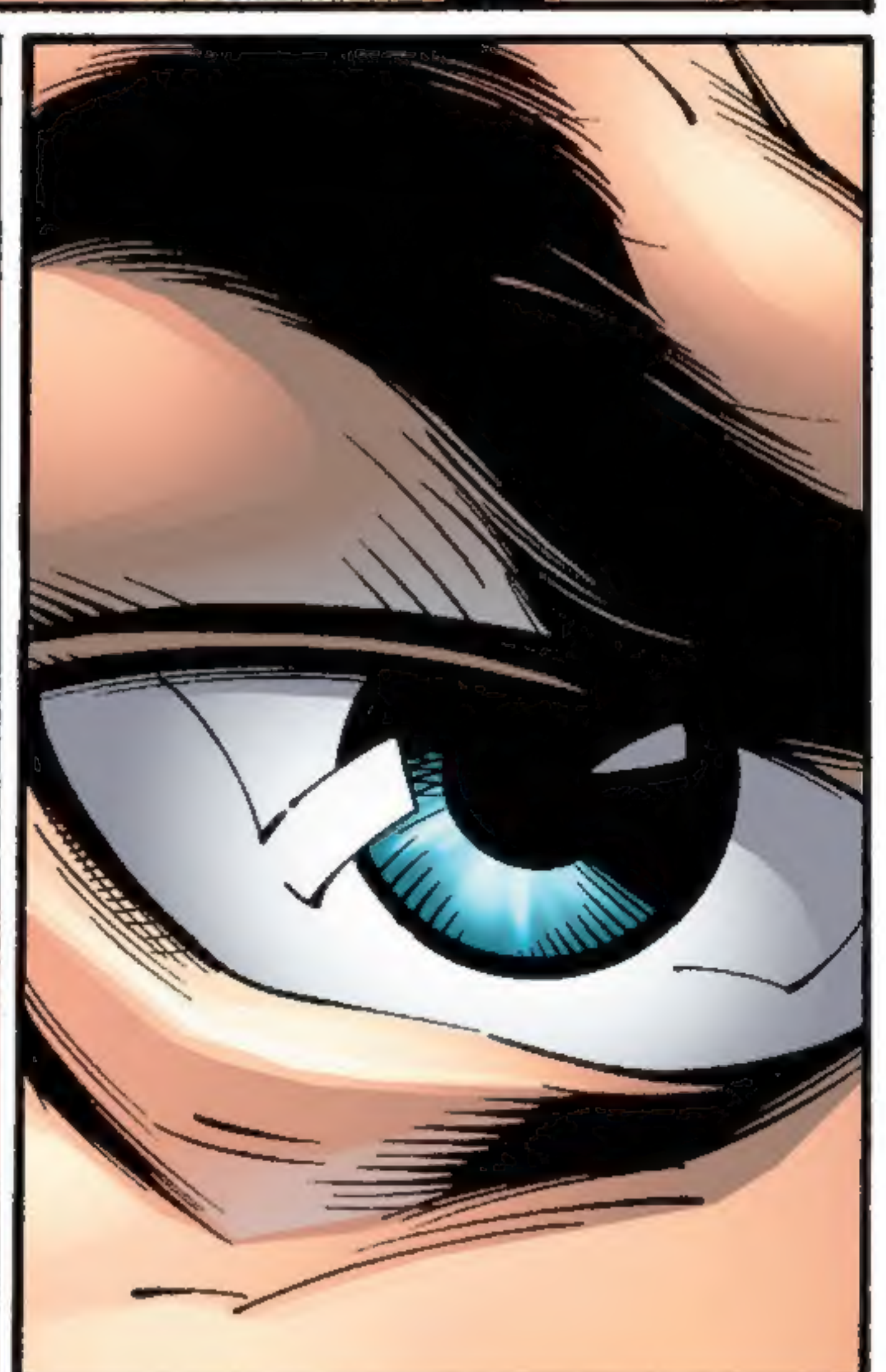
Do your thing.

Hunt.

Say what you will--



--but I actually think this is going to be one of the biggest challenges of your career.



One week later...

That's an interesting question, Peter...

...but what about the Kennedy/Nixon debate? The first televised Presidential debate?

People in the room where the debate was taped-- people who were there--say that Nixon clearly won the debate.

But everyone watching on TV, at home, thought that Kennedy had won.

Why? Because Kennedy looked better on TV.

Many people believe that this single moment changed politics forever.

I think it changed the entire world forever.

Name one thing that television doesn't...

I'm sorry to interrupt the class, Mrs. Harris. But...

...but young Ms. Stacy is being allowed back into class, if that's all right with you.

Her father, Police Captain Stacy, has guaranteed there will be no more incidents like the one last week.

Uh... sure.

But first she has something to say...

Yeah-- uh--I guess I just wanted to tell you all that I am sorry I pulled a knife out and that I didn't mean any harm or nothin'...

I -- I know you don't know me or anything and I just came to this school but--

--but I'm not, like, 'crazy girl looking to terrorize the school' or anything.

I just-- I got bummed out when I saw all the bullying going on.

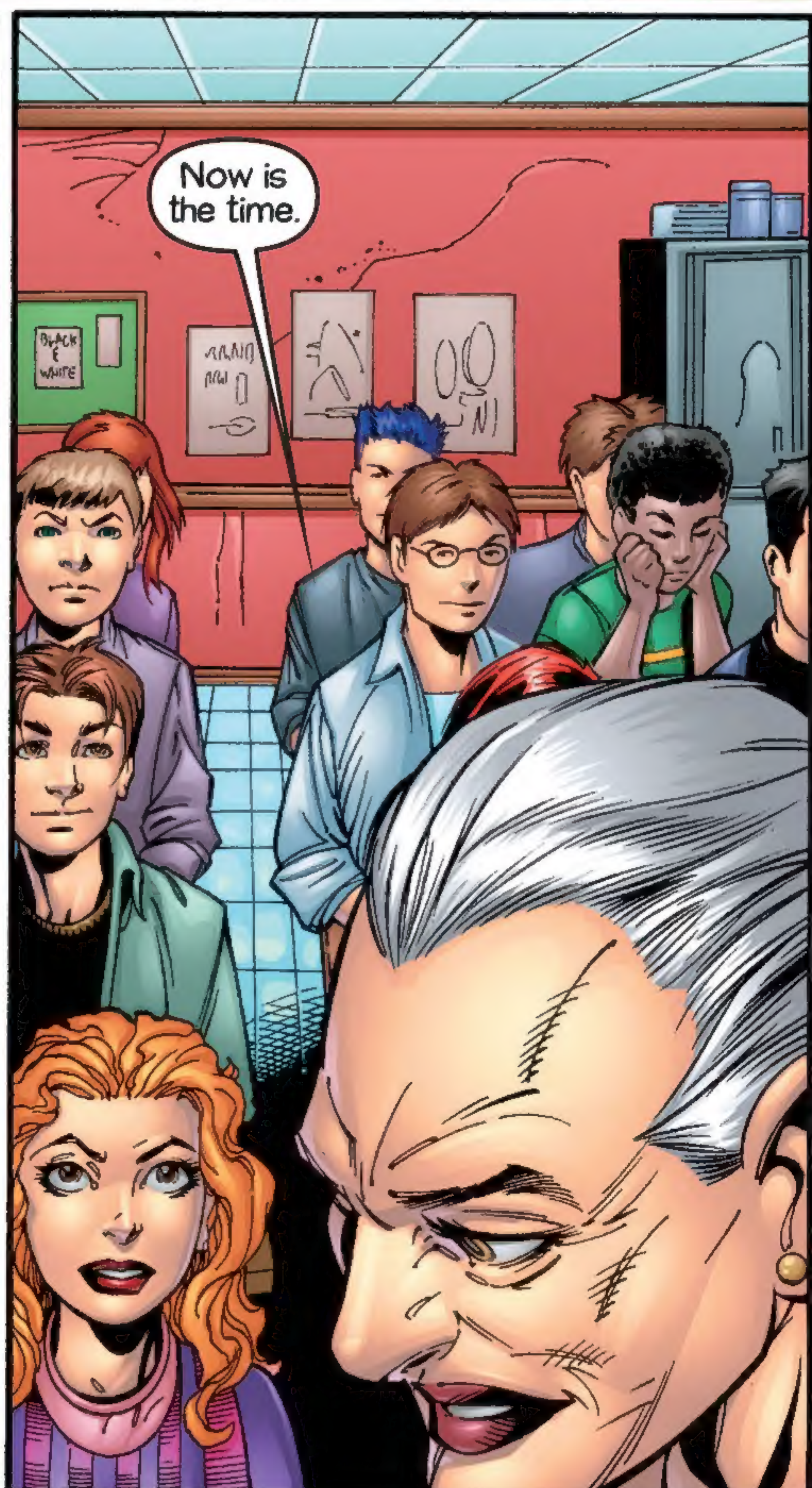
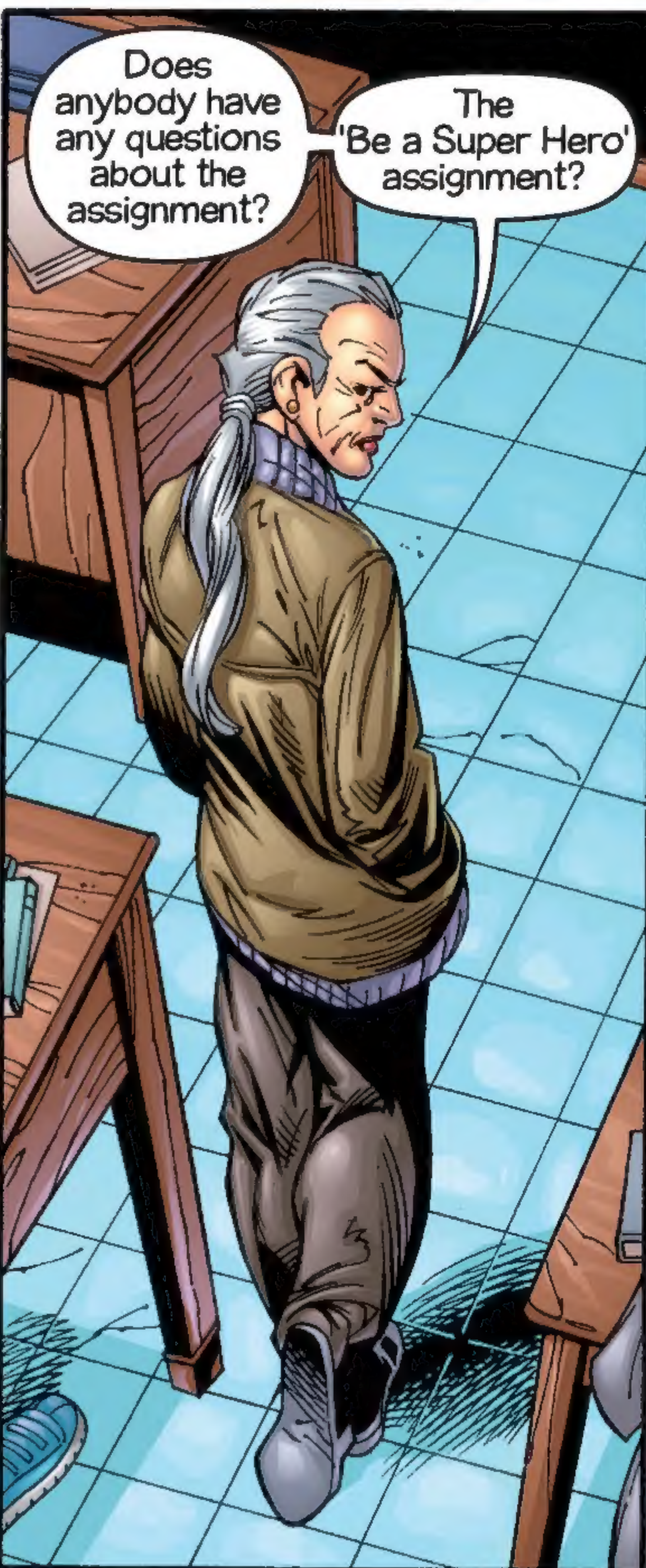
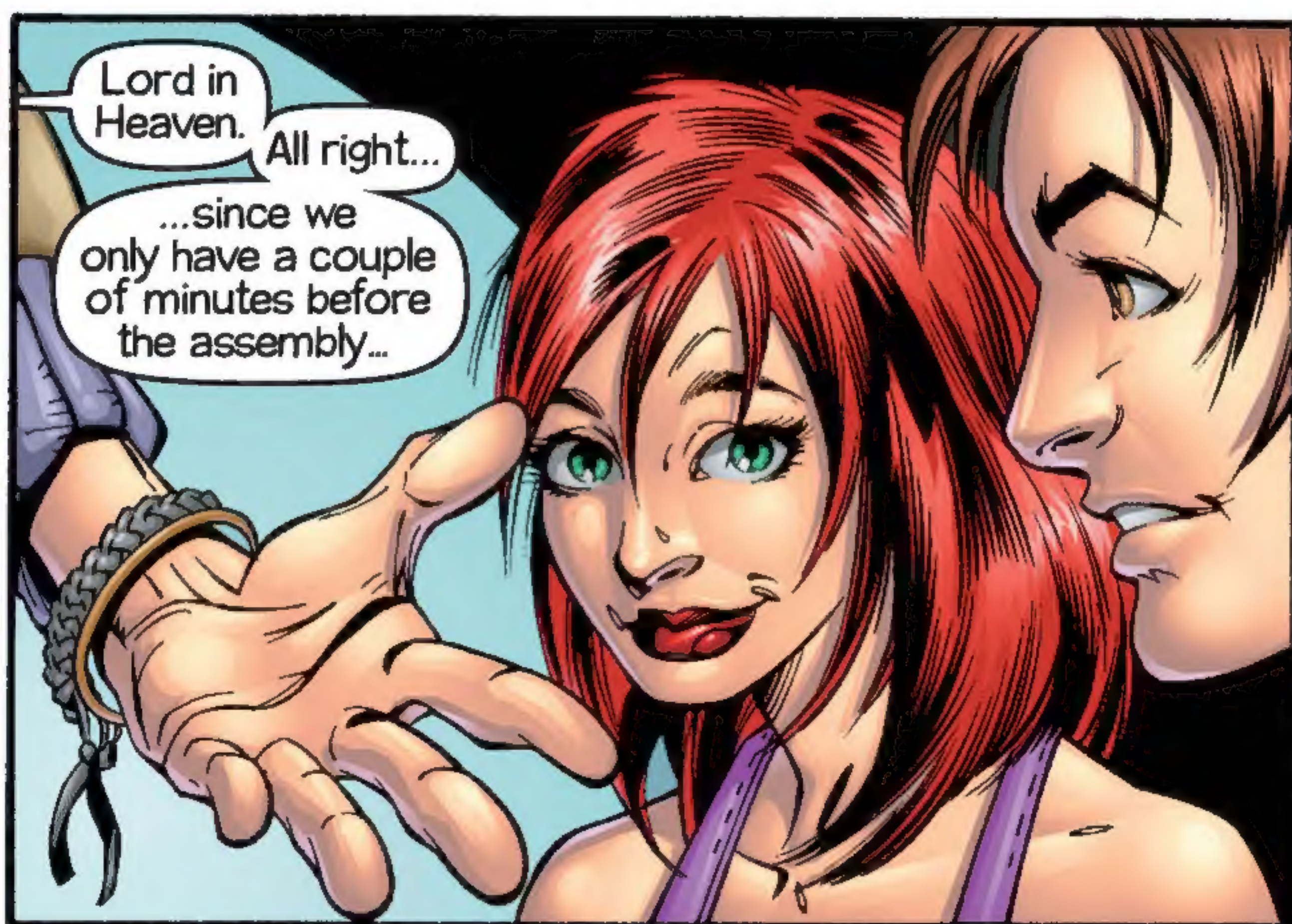
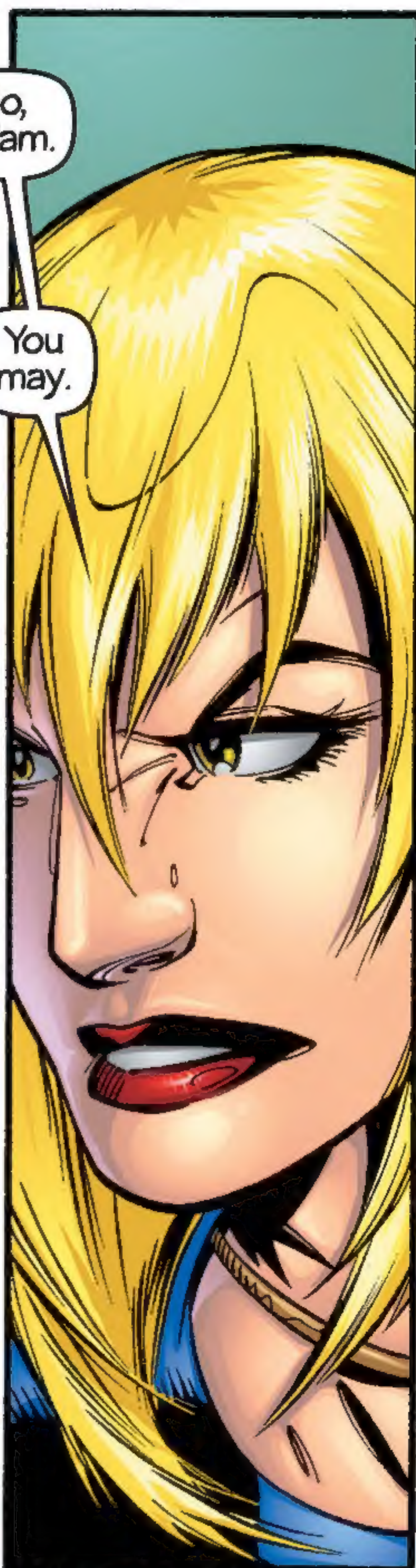
I don't like bullies. But I know that's no excuse and I--

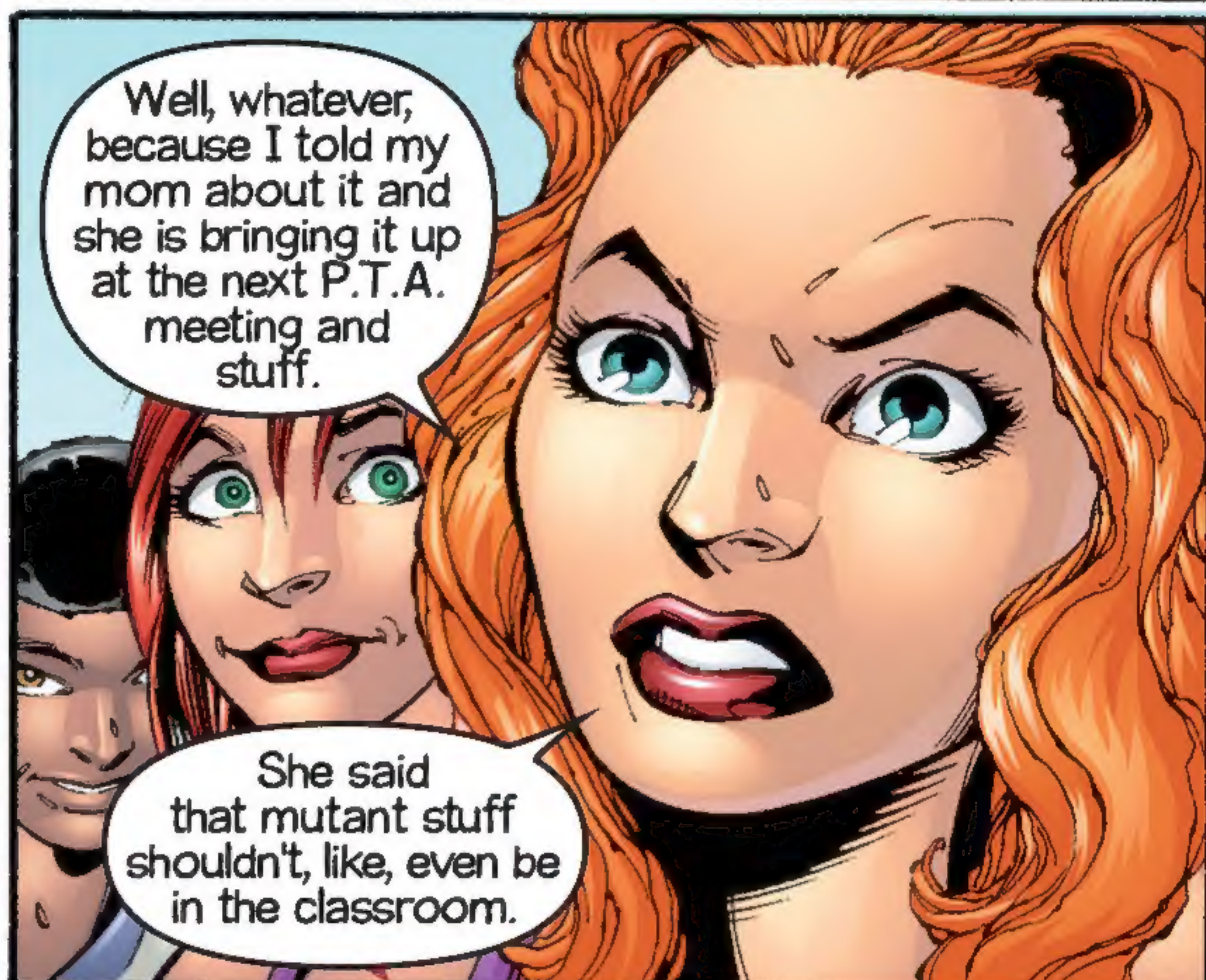
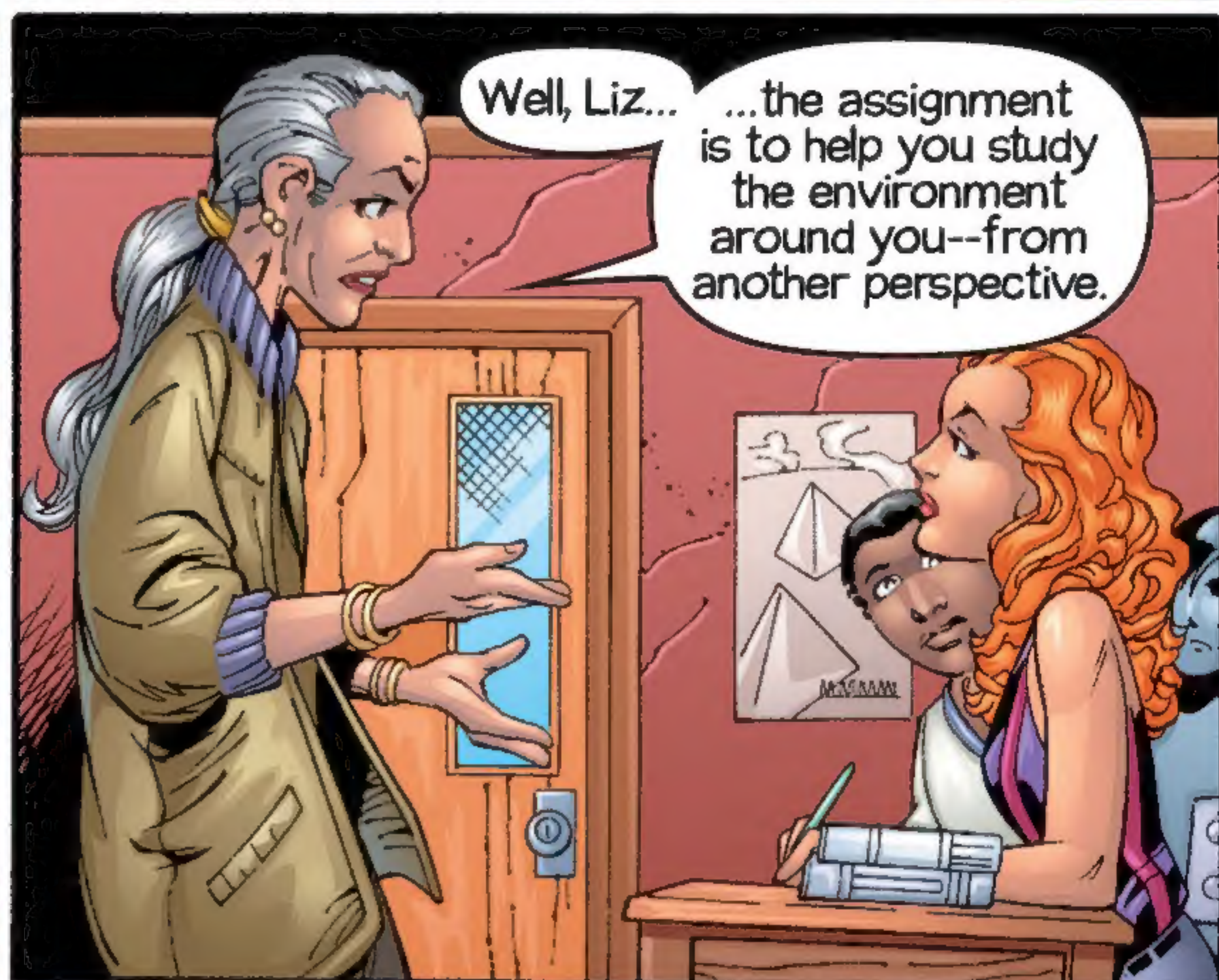
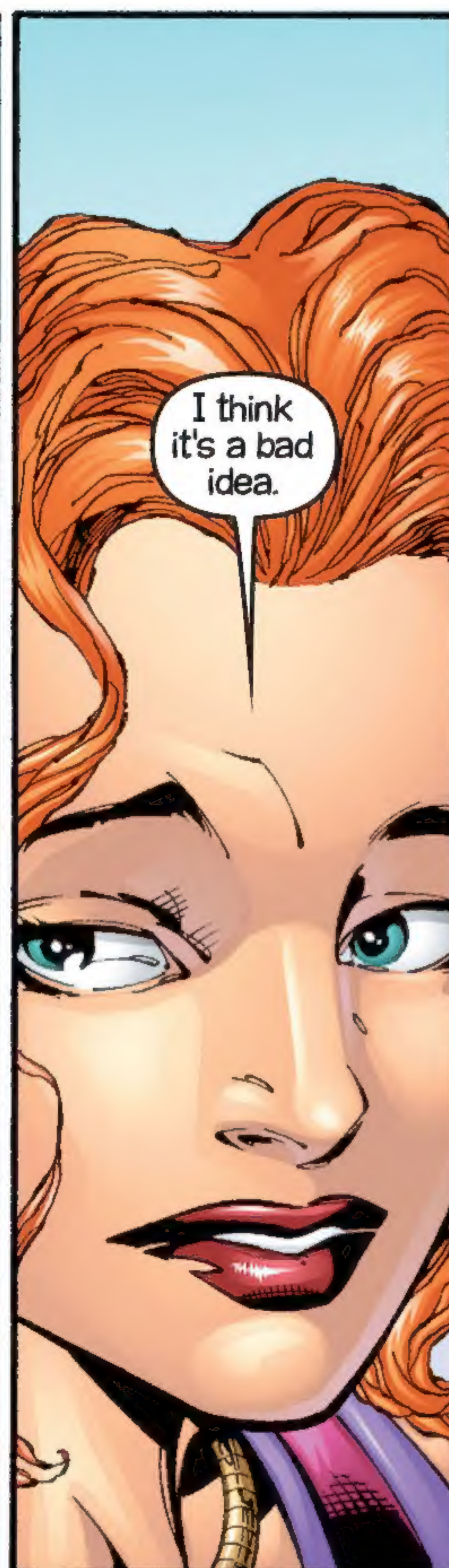
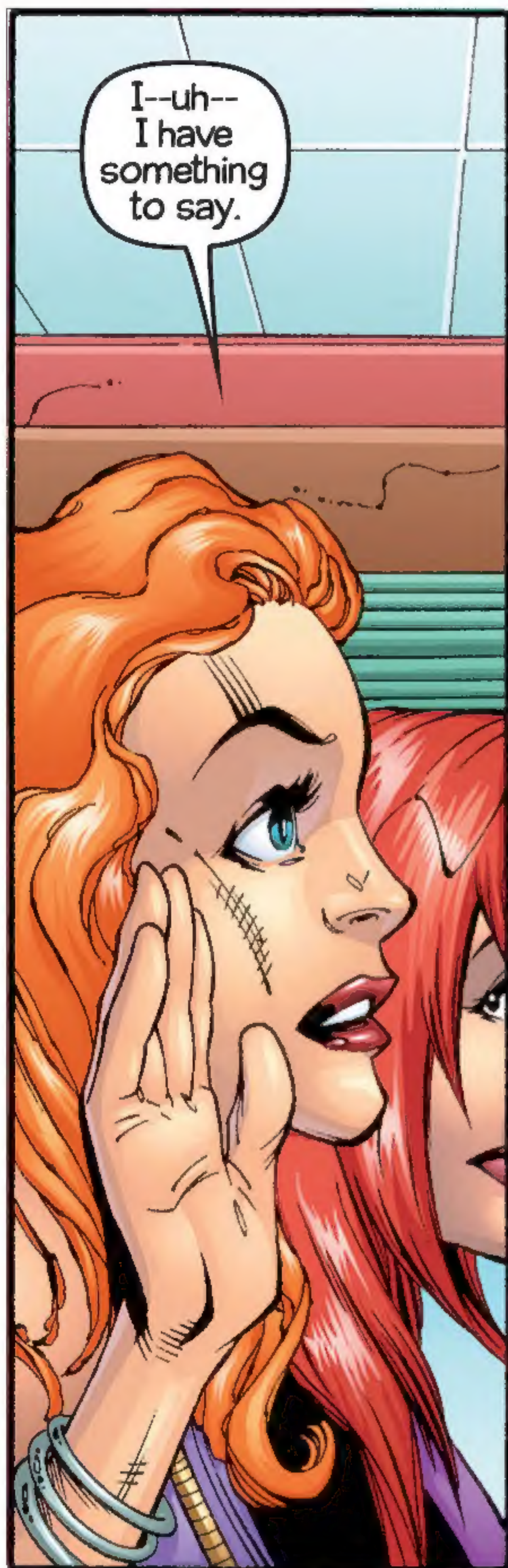
So, I do apologize for the knife and I won't -- I won't do it again.

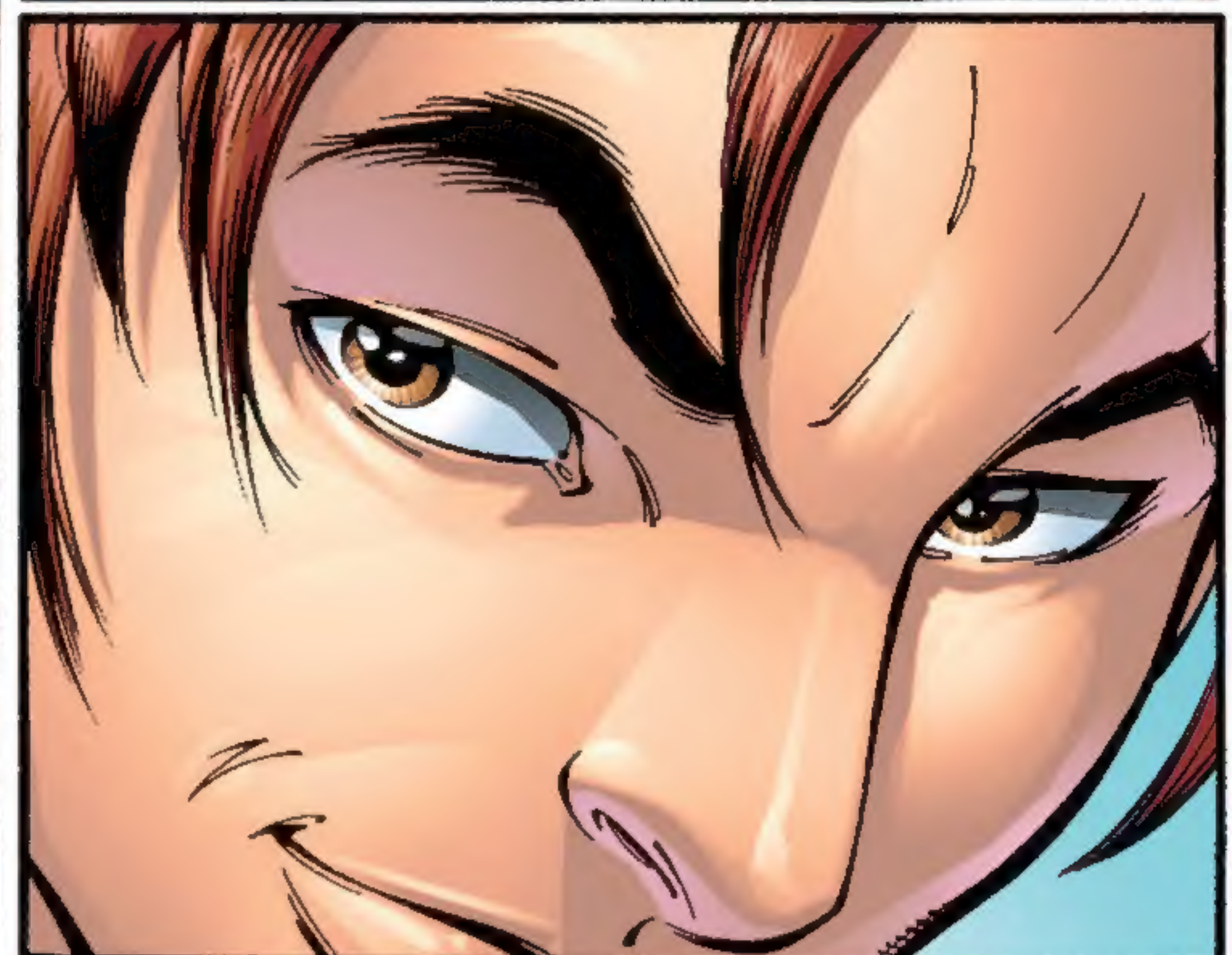
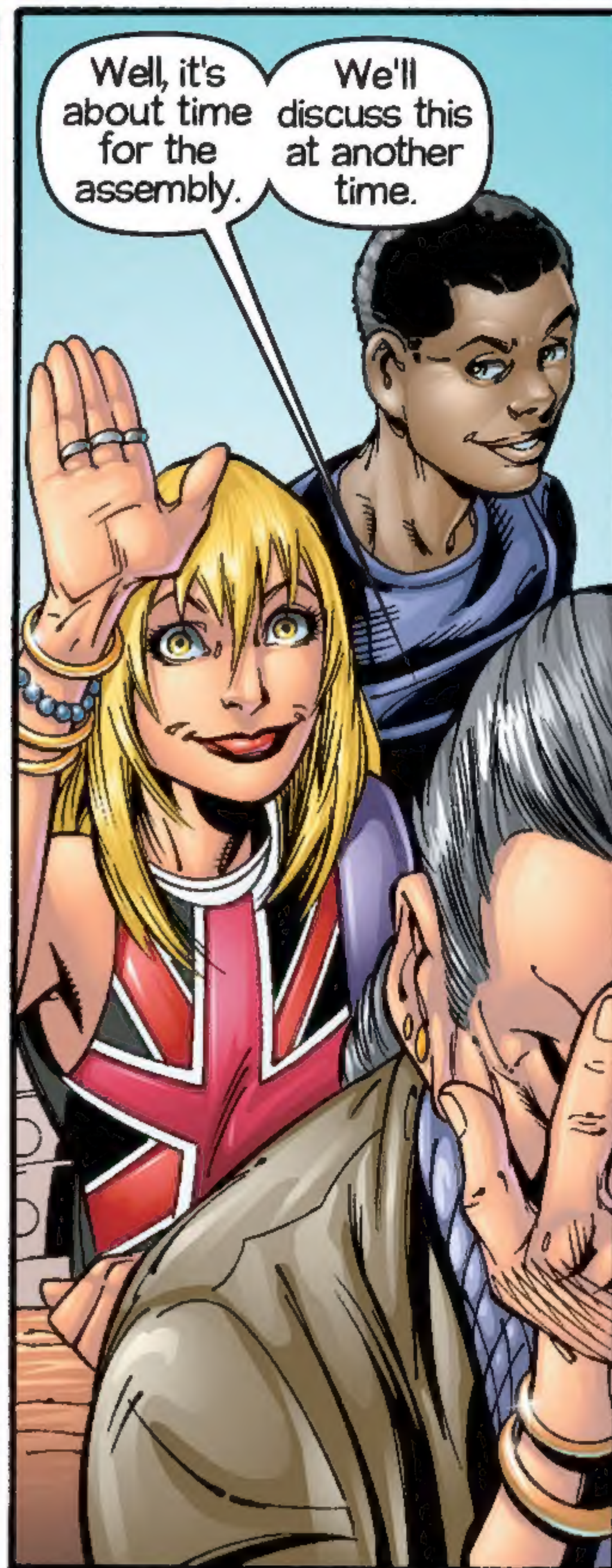
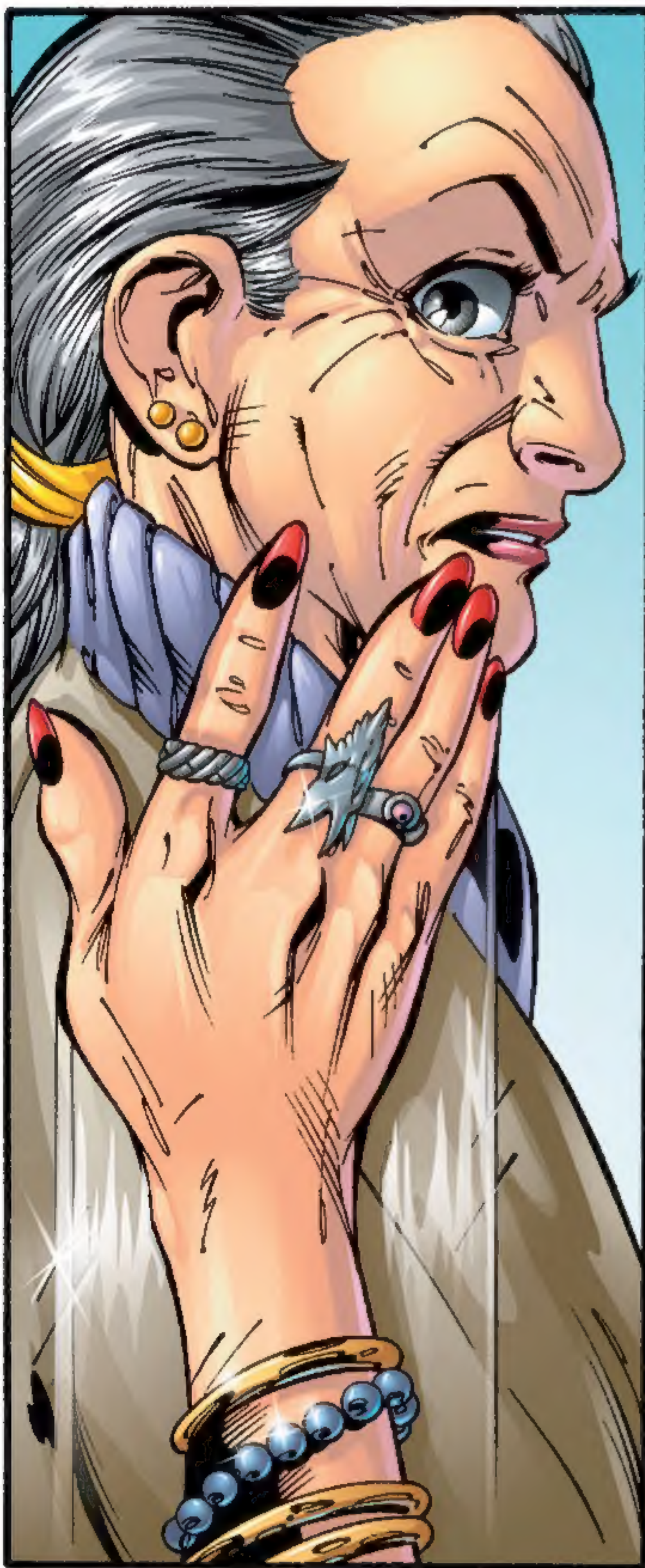
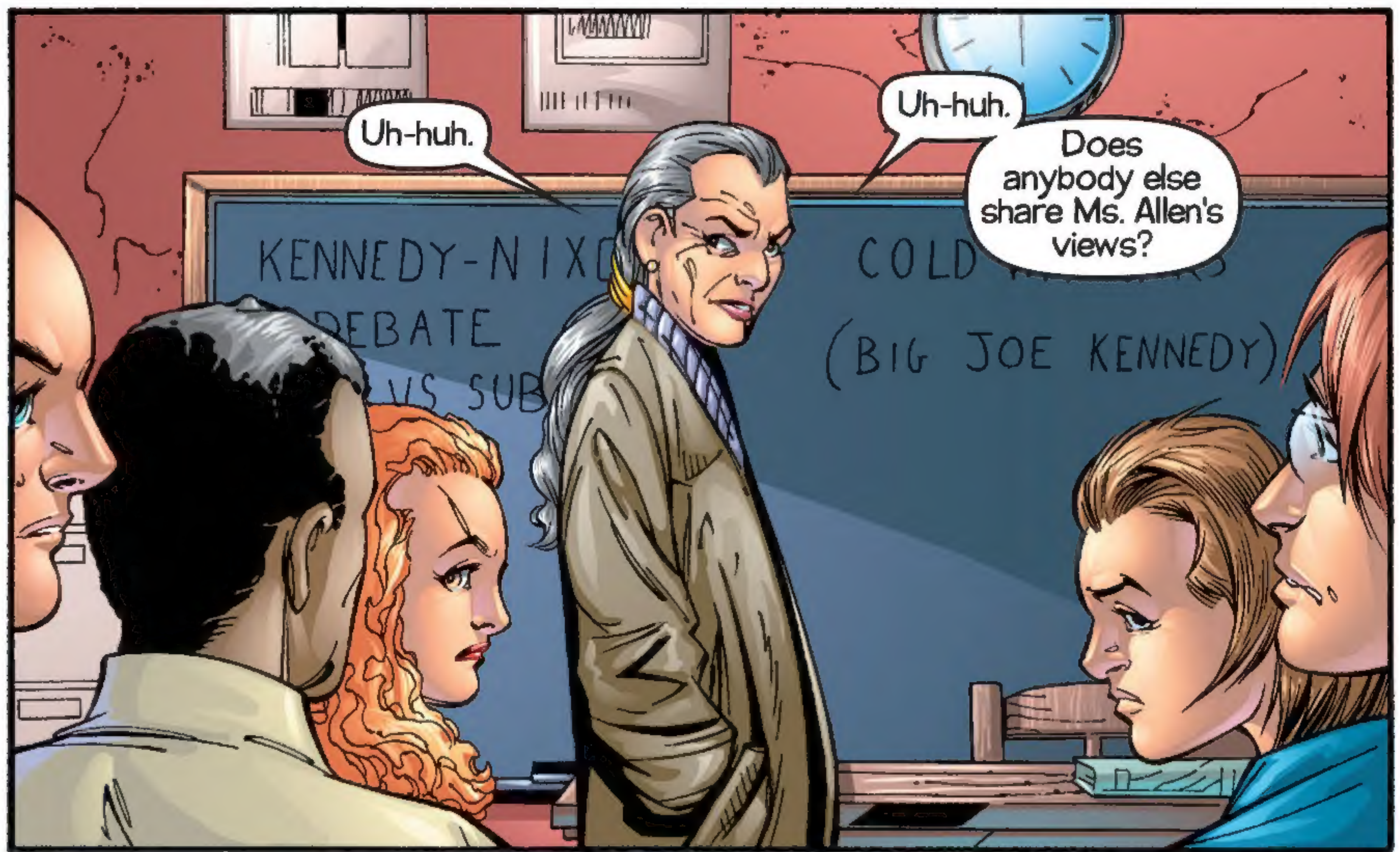


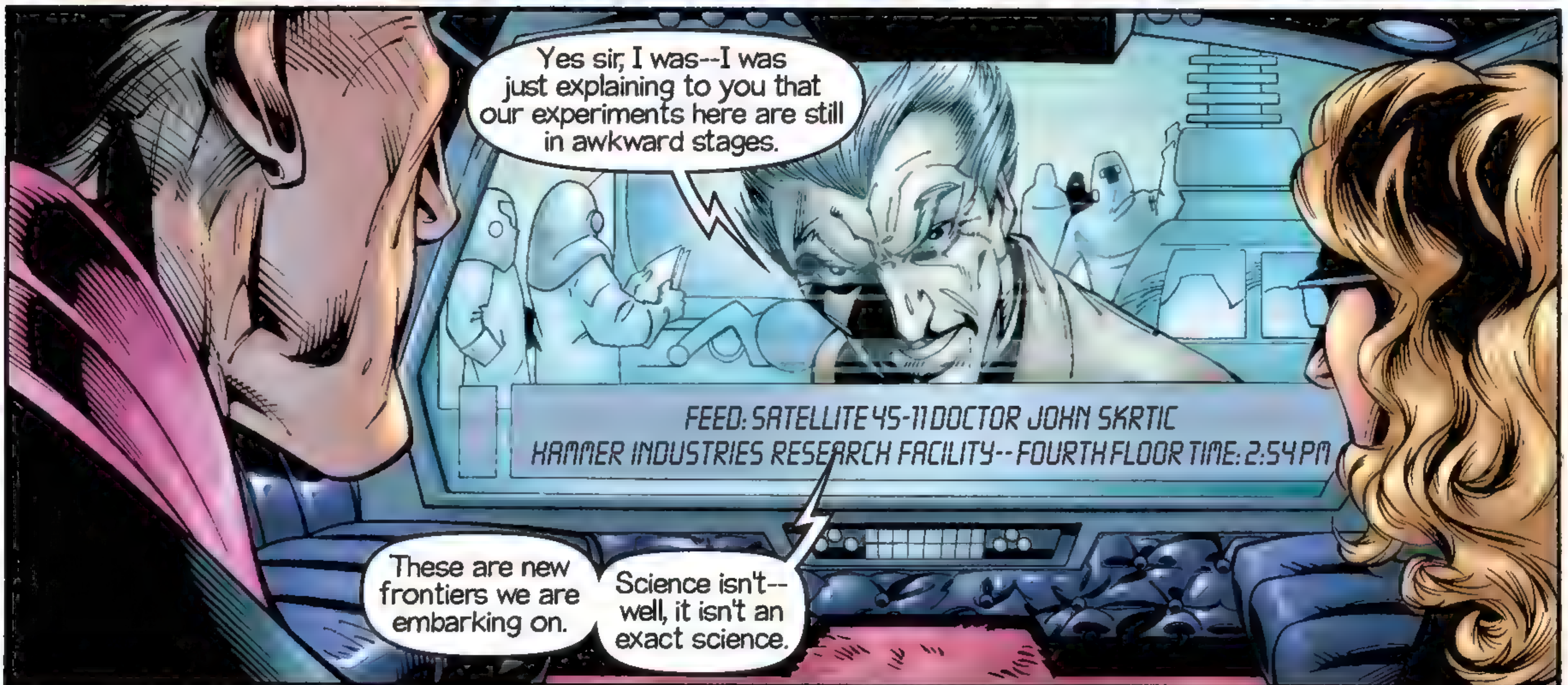
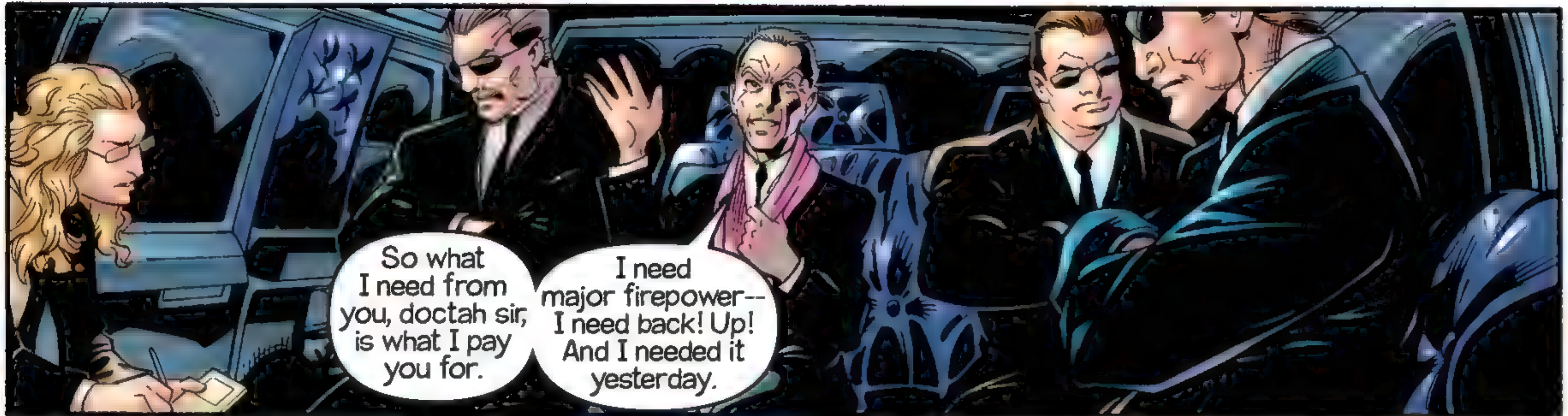
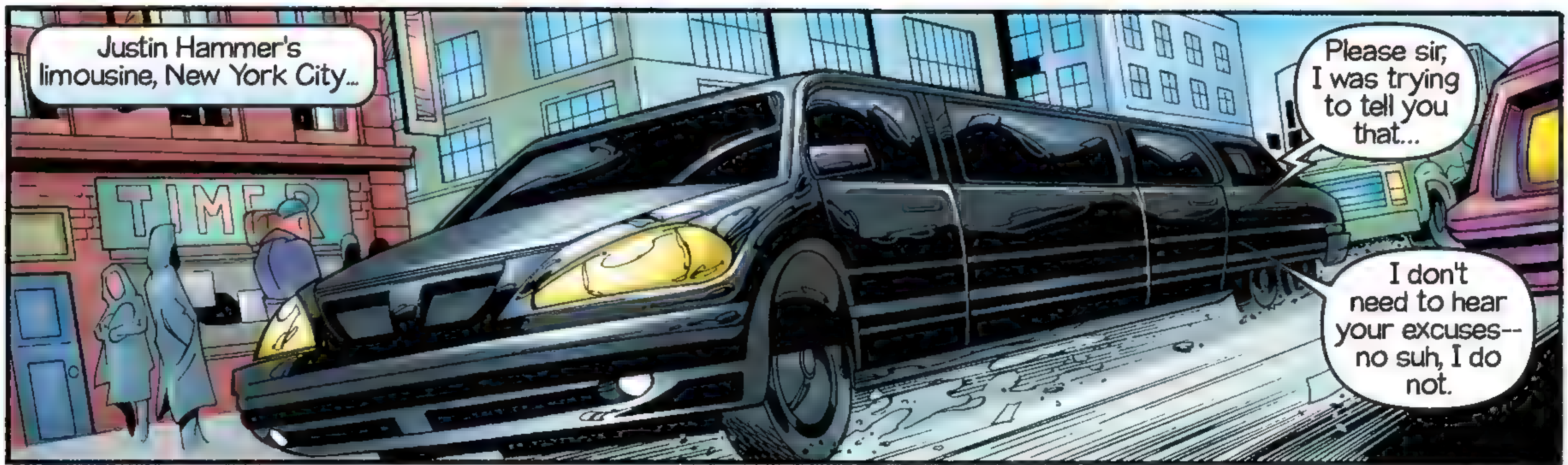
No, ma'am.

You may.







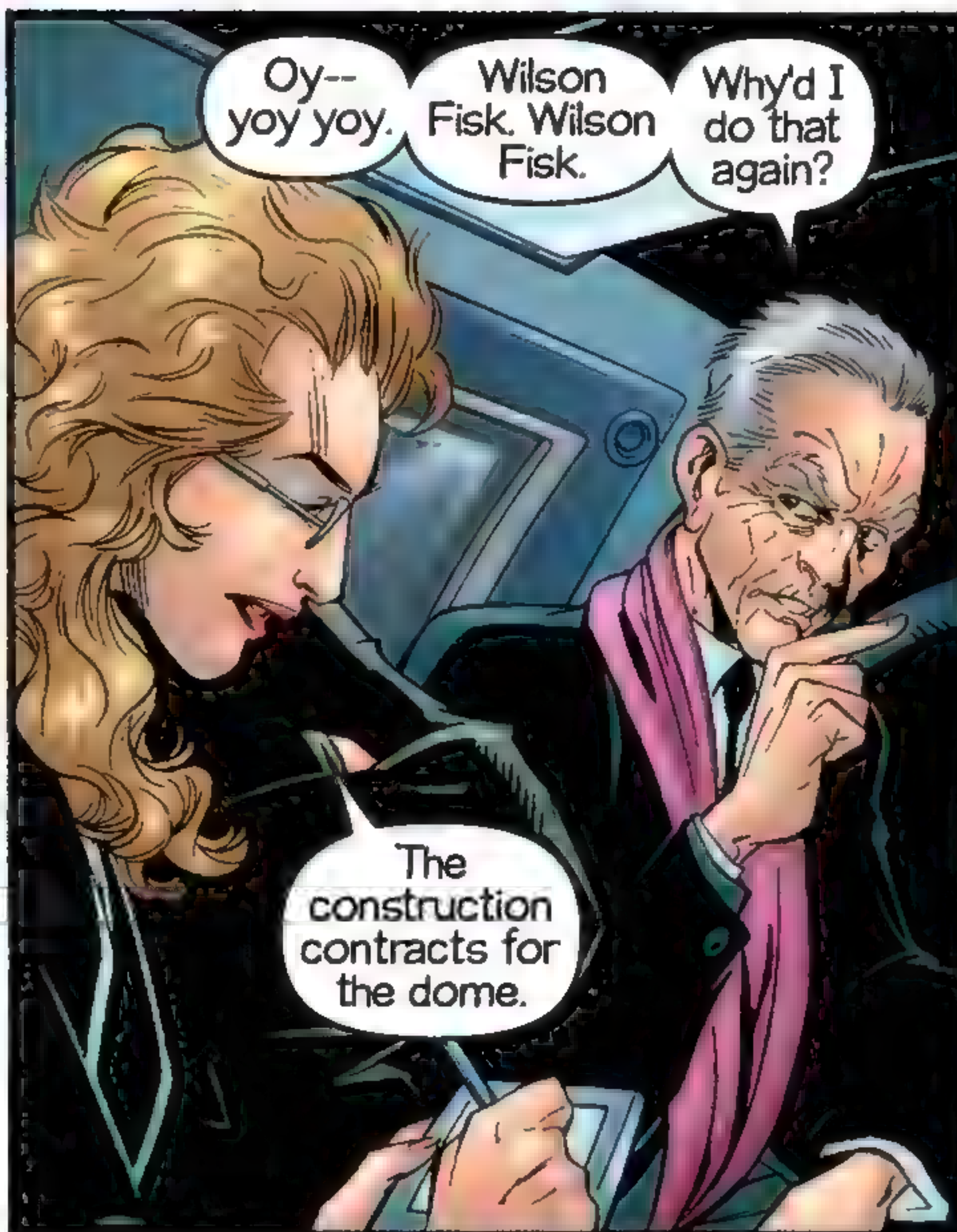




Electro.
Yes, sir.

You--well,
you sold him to
Wilson Fisk.

I think
he's back in
prison now.

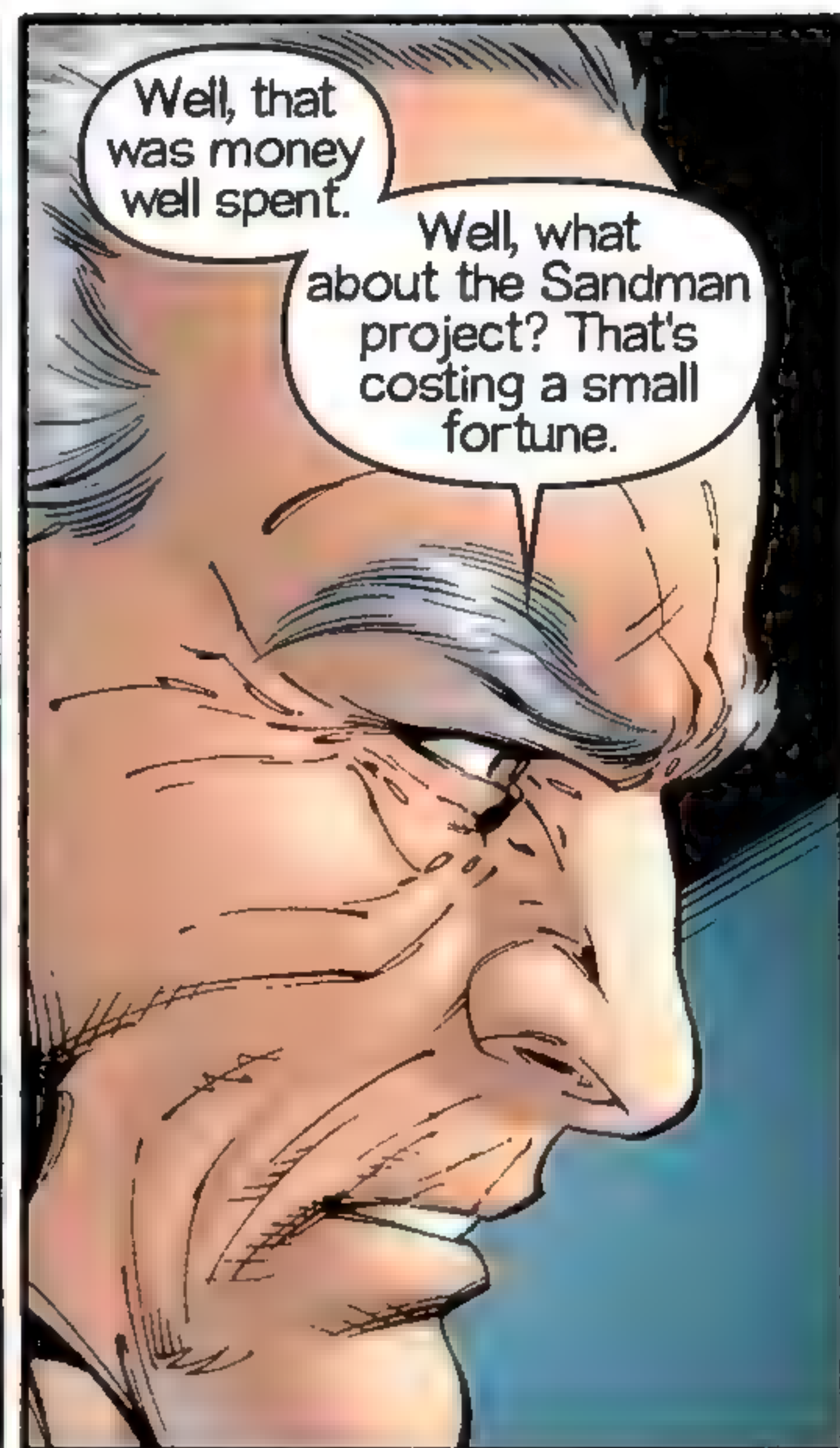


Oy--
yoy yoy.

Wilson
Fisk. Wilson
Fisk.

Why'd I
do that
again?

The
construction
contracts for
the dome.



Well, that
was money
well spent.

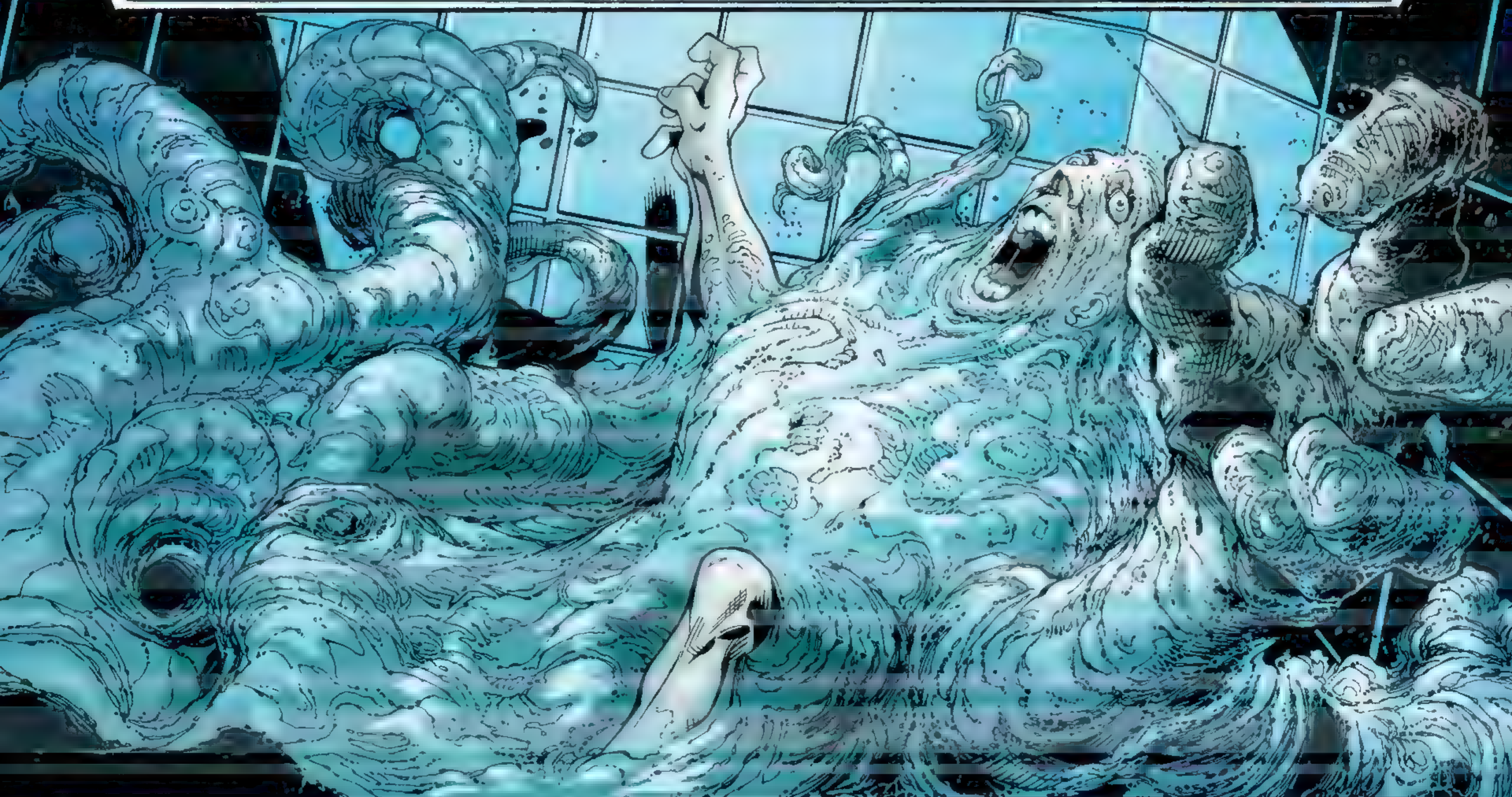
Well, what
about the Sandman
project? That's
costing a small
fortune.



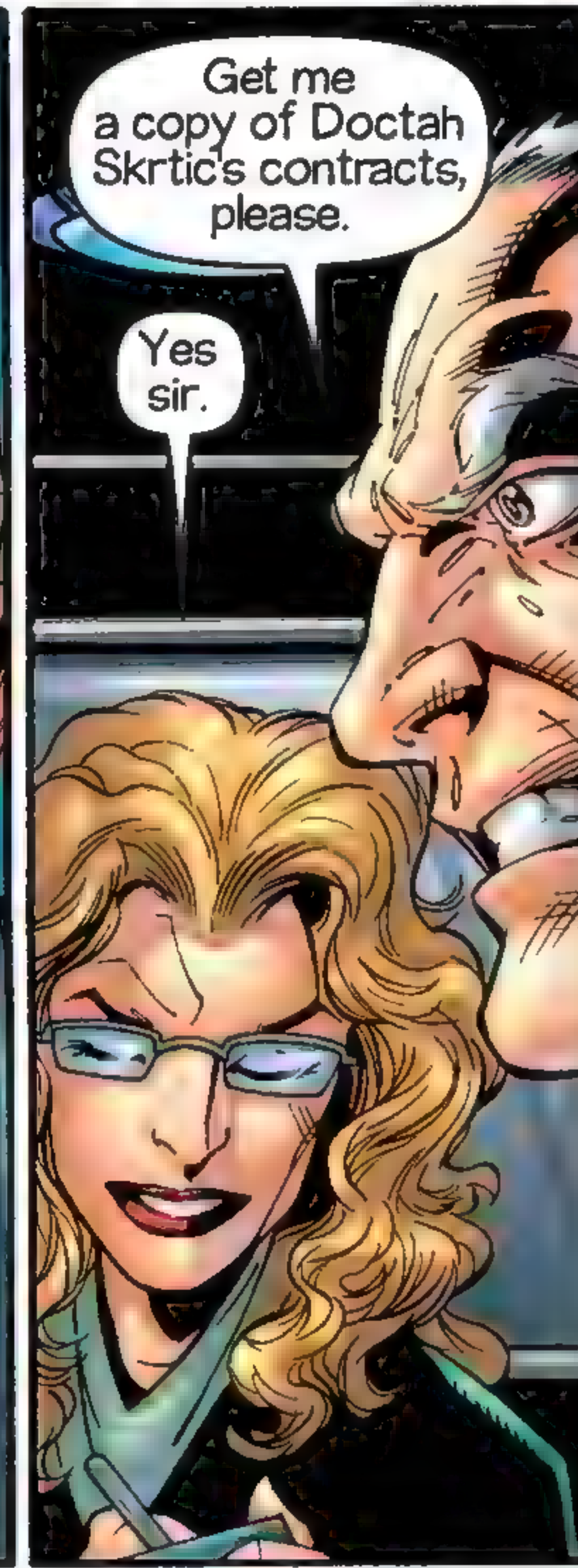
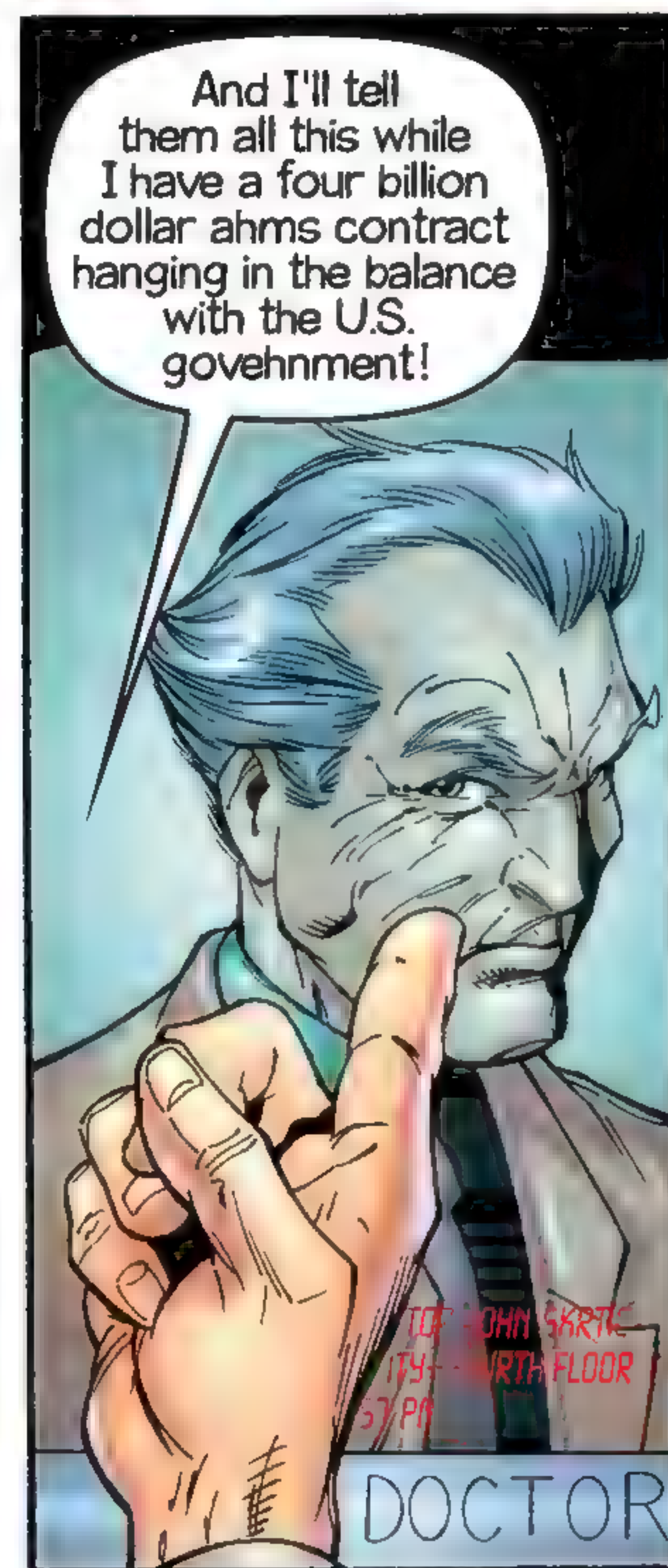
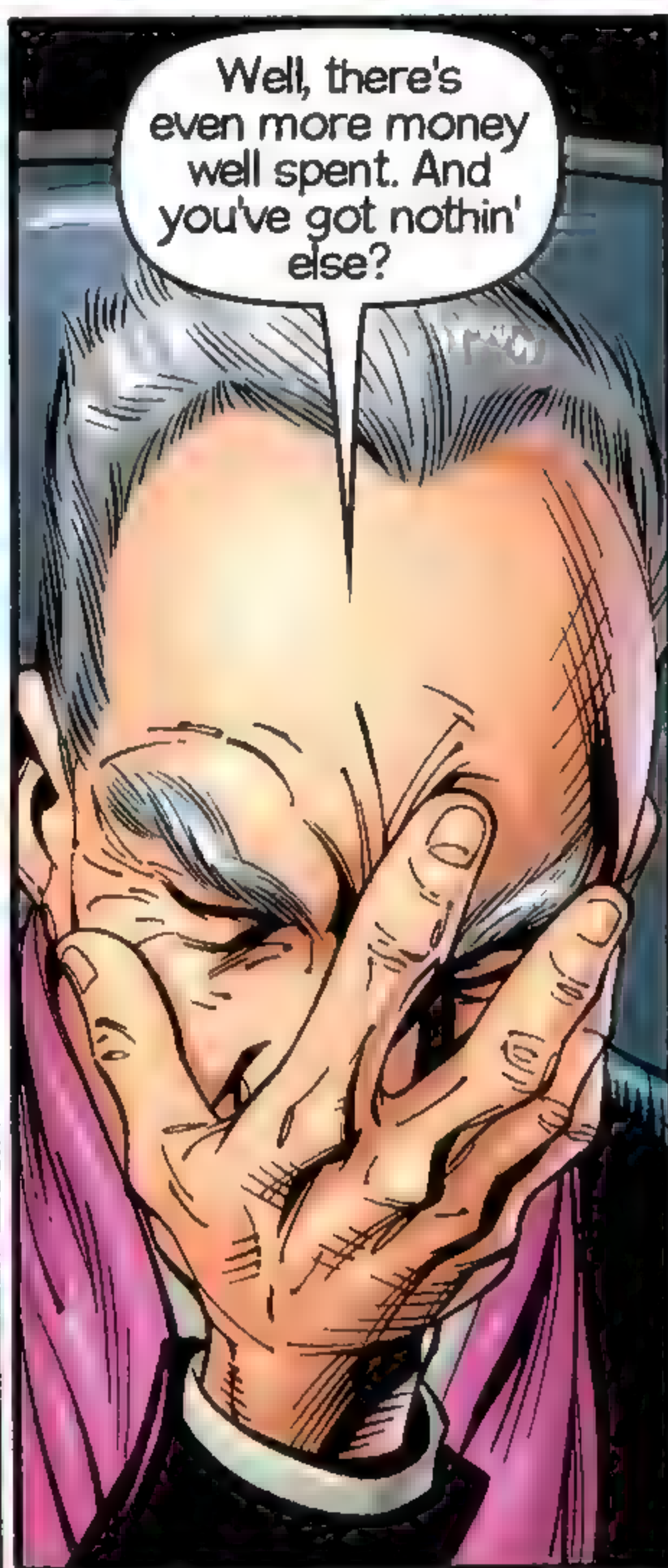
Yes, and it's
going fine, but
as you can see
we are having a
couple of bumps
in the road.

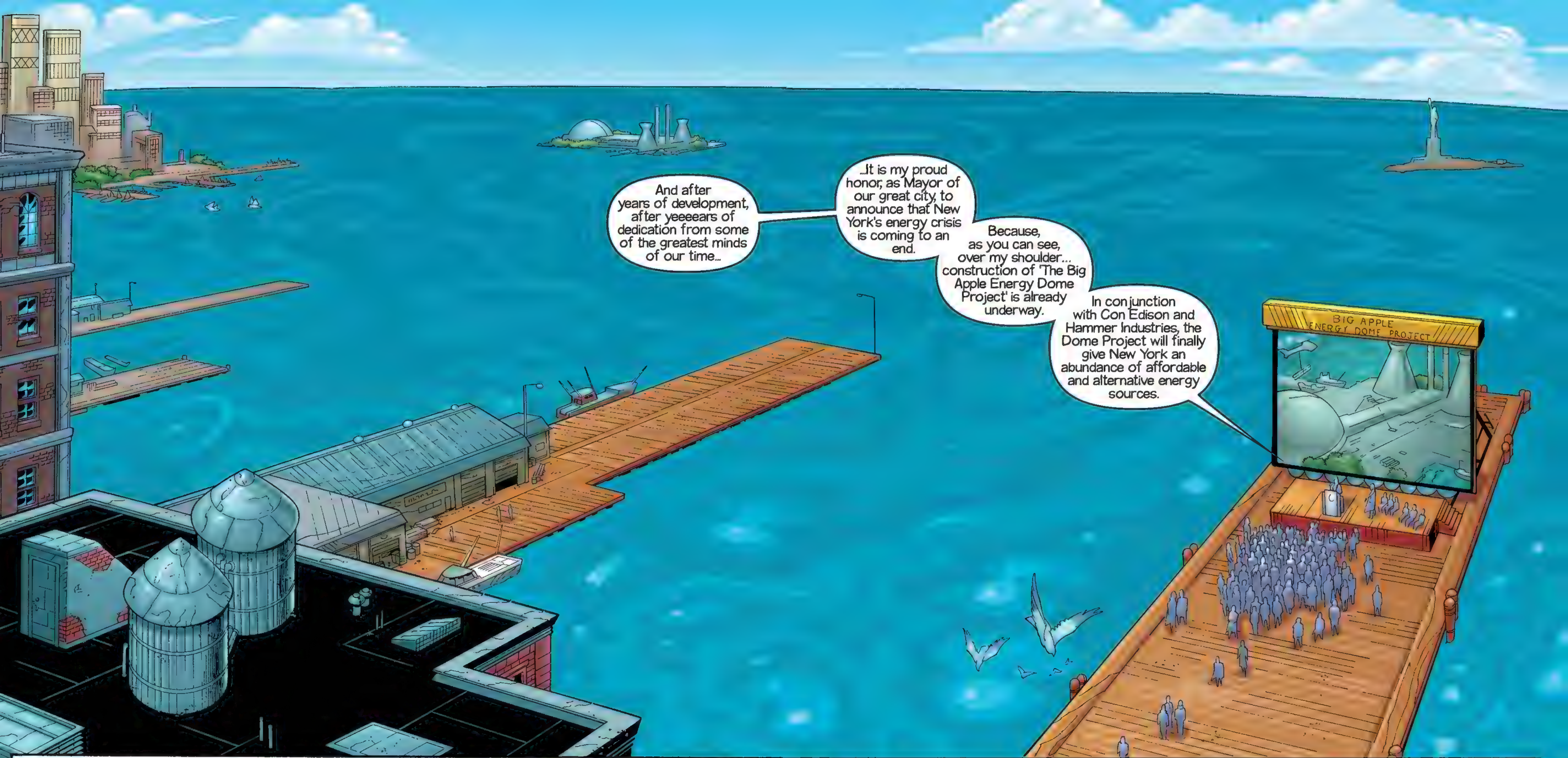
Timmy,
feed the 56S to
Hammer 1.

FEED: SATELLITE 45-11 DOCTOR JOHN SKRTIC
HAMMER RESEARCH FACILITY--FOURTH FLOOR TIME: 2:55 PM



FEED: SATELLITE 45-11 SANDMAN PROJECT. FLINT MARKO.
HAMMER INDUSTRIES RESEARCH FACILITY - SUBBASEMENT 2 TIME: 2:56 PM





And after years of development, after yeeeeeears of dedication from some of the greatest minds of our time...

...It is my proud honor, as Mayor of our great city, to announce that New York's energy crisis is coming to an end.

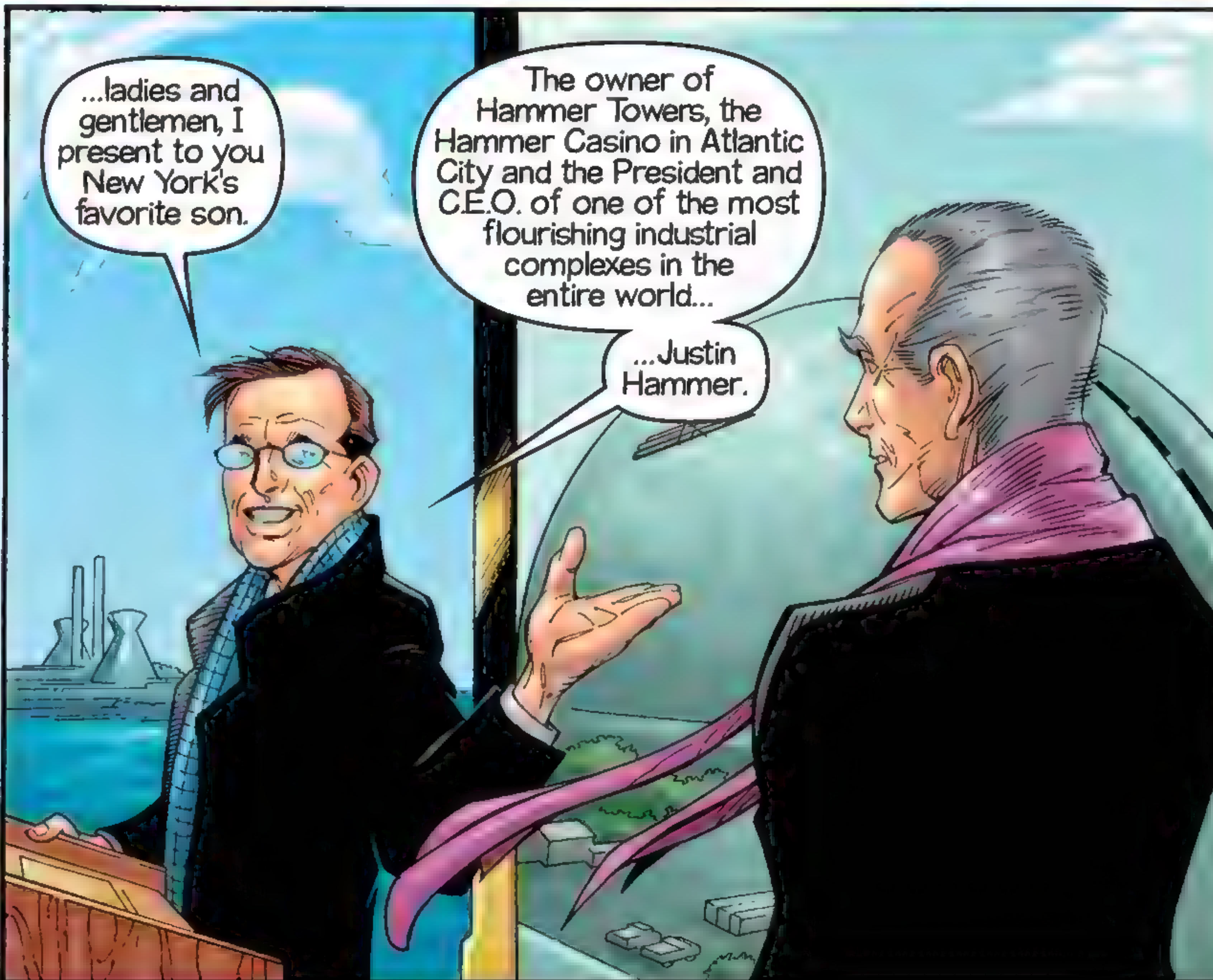
Because, as you can see, over my shoulder... construction of 'The Big Apple Energy Dome Project' is already underway.

In conjunction with Con Edison and Hammer Industries, the Dome Project will finally give New York an abundance of affordable and alternative energy sources.



Now I'm not going to bore you with all the technical mumbo jumbo--

--I'm going to leave that to the man of the hour...



...ladies and gentlemen, I present to you New York's favorite son.

The owner of Hammer Towers, the Hammer Casino in Atlantic City and the President and C.E.O. of one of the most flourishing industrial complexes in the entire world...

...Justin Hammer.



Thank you, Mr. Mayor.

This is a proud day for all of us.

I remember as a boy watching in frustration as this city was victim to blackouts and brownouts and skyrocketing energy prices and I vowed that one day I would do something to help.

I knew that the only way this city could truly thrive--

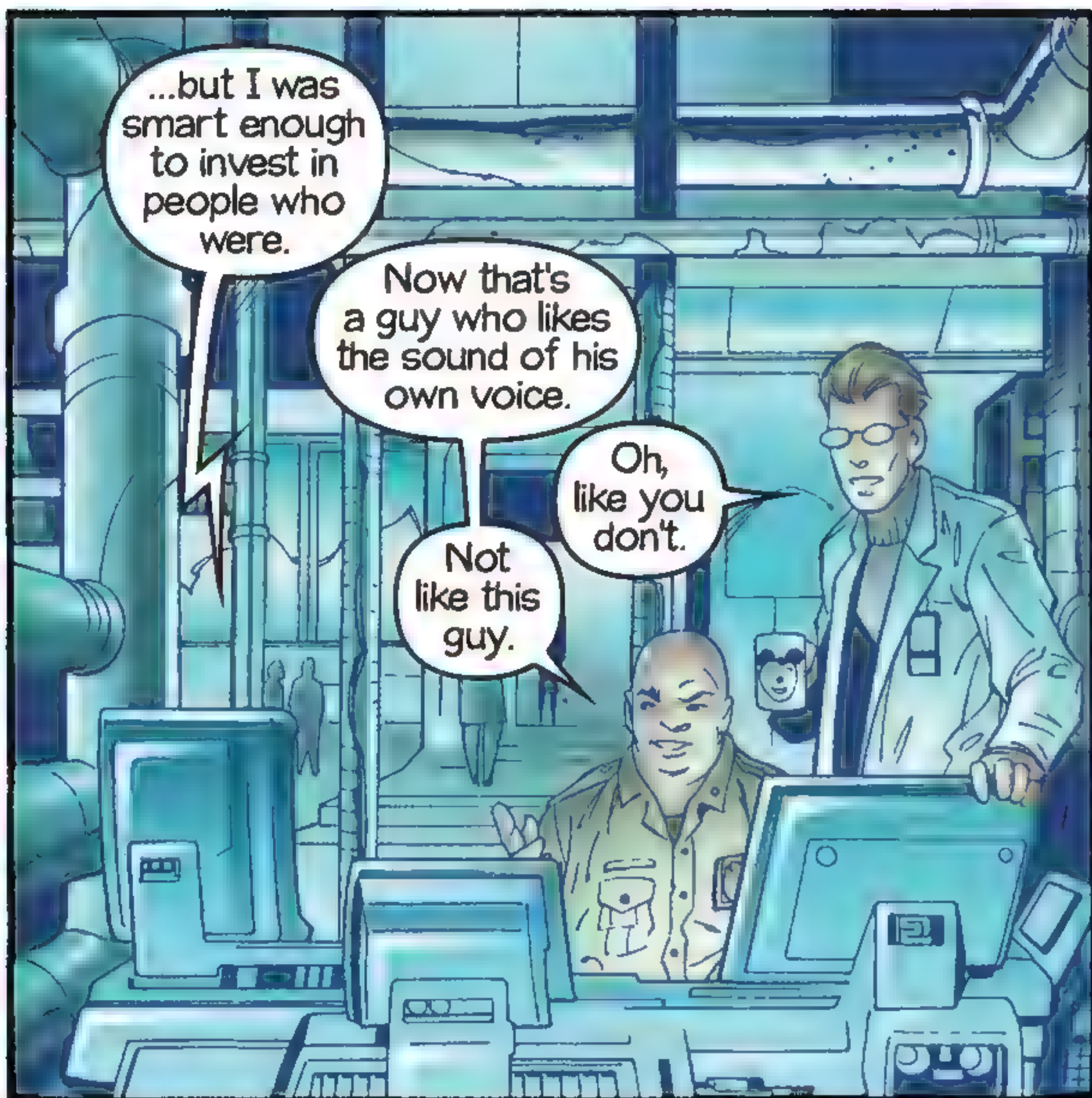
--is by overcoming its decades-long energy crisis.



Now, I soon realized that I wasn't nearly smart enough to figure out how to do this myself--

--but I was smart enough to invest in people who were.

The best and the brightest--as you can see projected live right behind me...

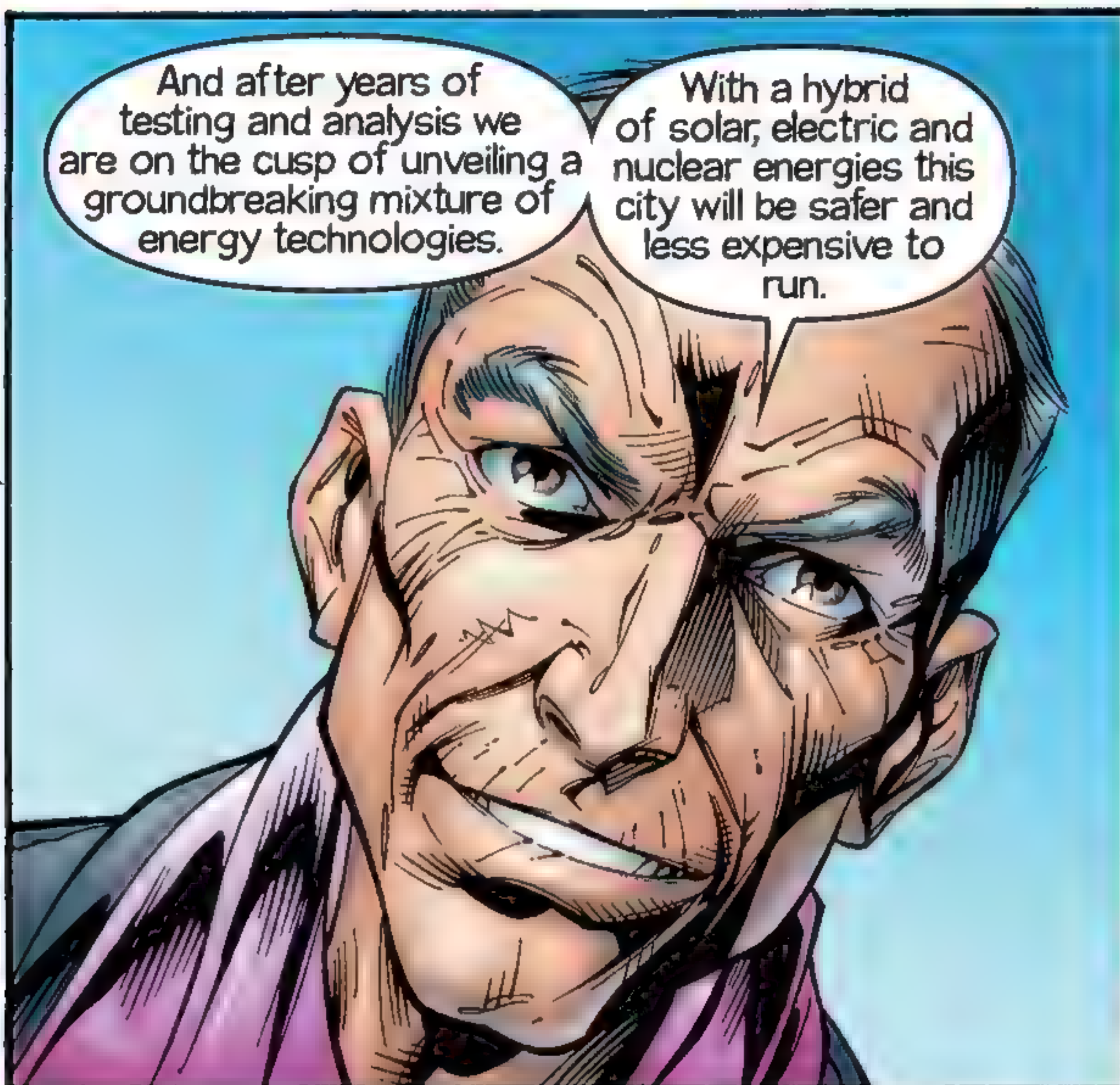


...but I was smart enough to invest in people who were.

Now that's a guy who likes the sound of his own voice.

Oh, like you don't.

Not like this guy.



And after years of testing and analysis we are on the cusp of unveiling a groundbreaking mixture of energy technologies.

With a hybrid of solar, electric and nuclear energies this city will be safer and less expensive to run.



Is there anything else on?

Oprah.

Good lord.



And if you go to our web site at www.justinhammer.com you will find more specific information about the construction of the dome and our projected time line for its debut launch.

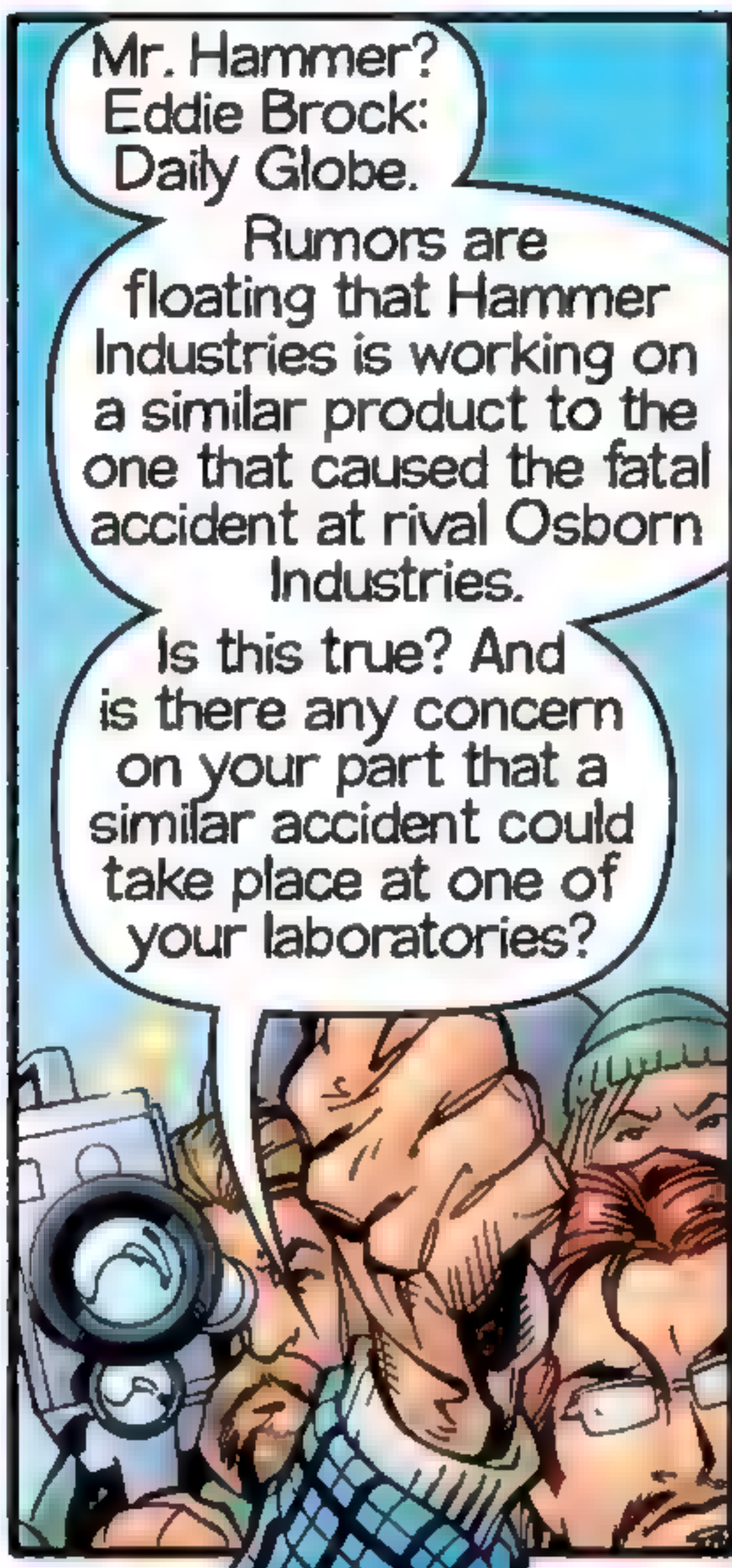
We're here today to tell the people of this city that help is on its way.



Somebody please kill me.

I'm not being paid enough to listen to this.

Wait--what is this?



Mr. Hammer?
Eddie Brock:
Daily Globe.

Rumors are floating that Hammer Industries is working on a similar product to the one that caused the fatal accident at rival Osborn Industries.

Is this true? And is there any concern on your part that a similar accident could take place at one of your laboratories?



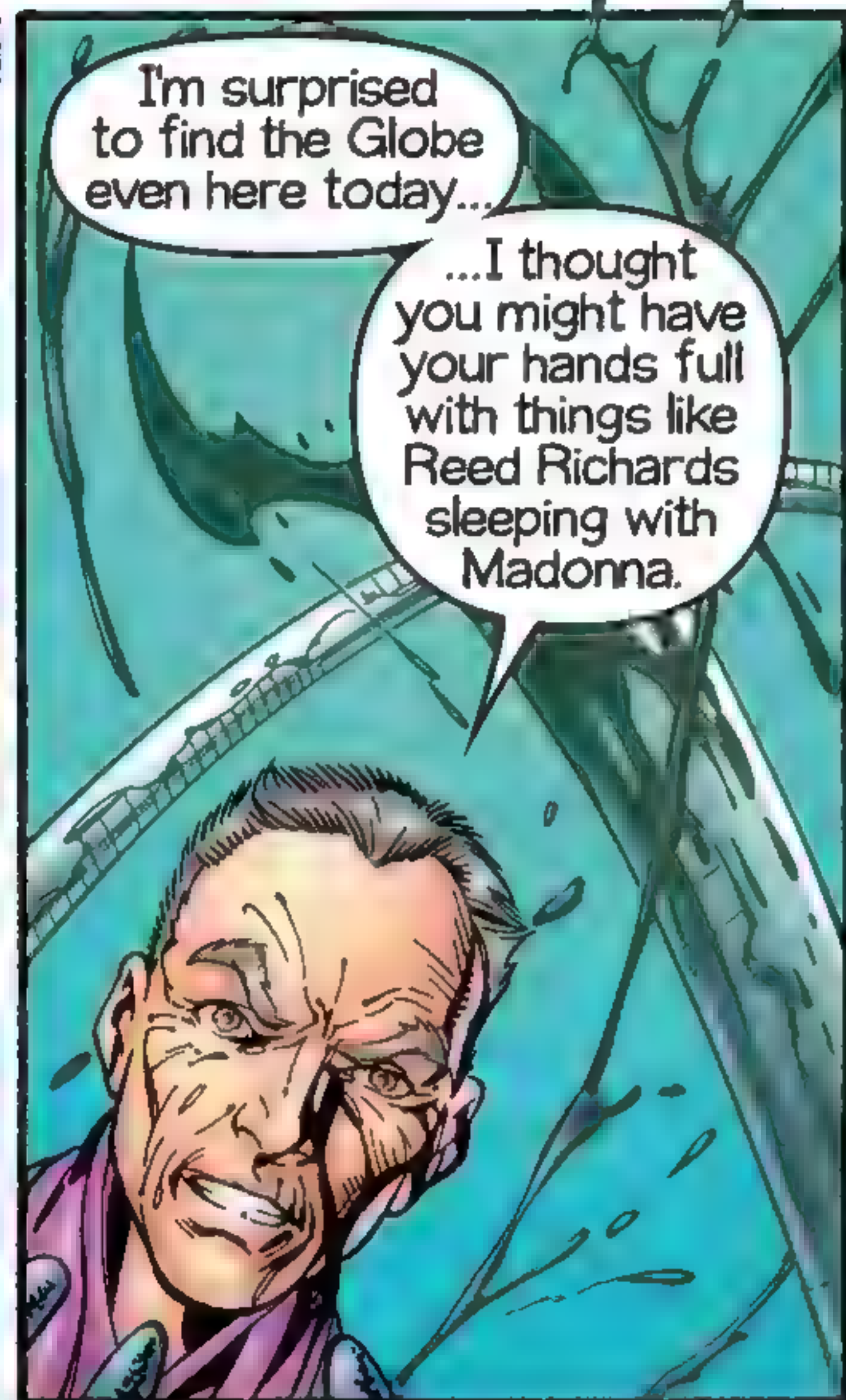
I can honestly say I have no idea what you are referring to, but we're here to talk about the Dome Project.

So do you have any questions about the subject at hand?

Because we'd be happy to answer them...even if they're from 'The Globe.'

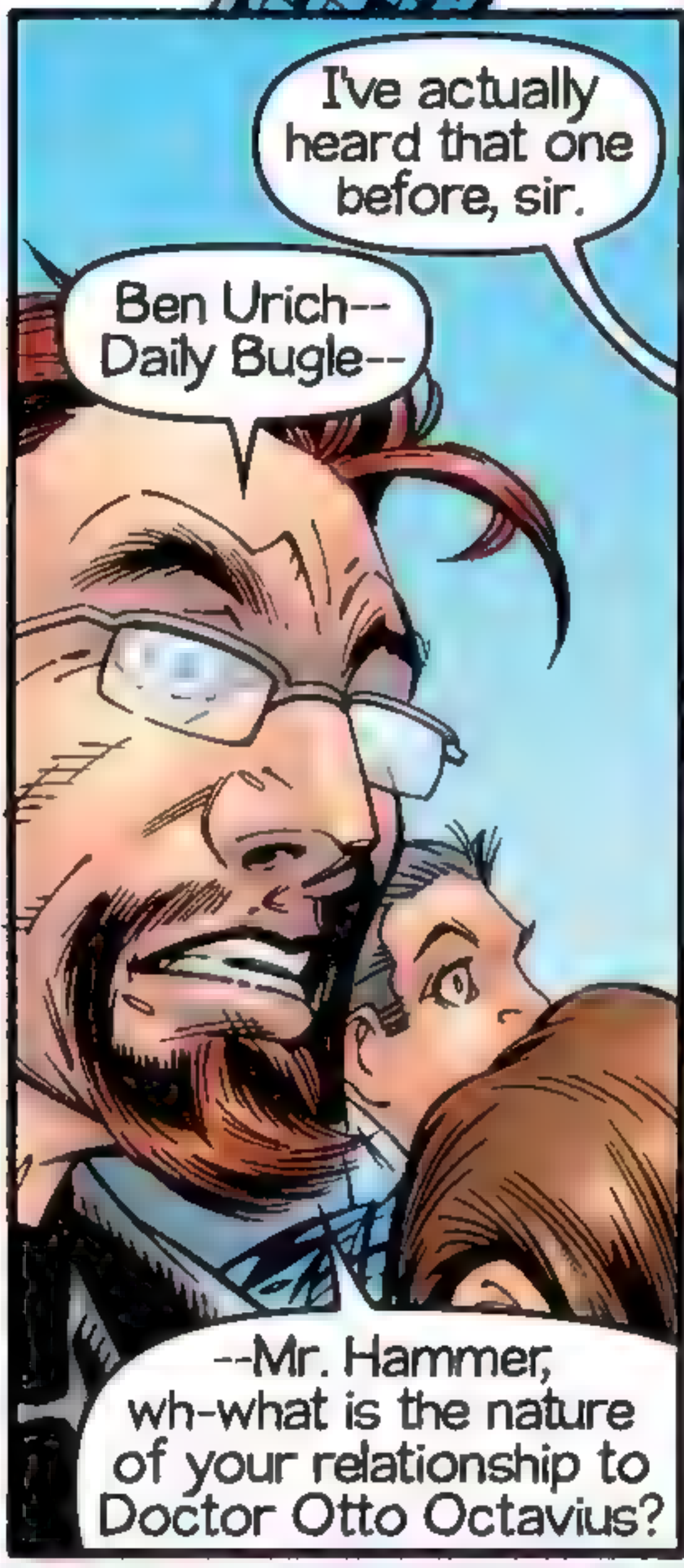


Okay, how do you respond to the recent allegations made by CNN that you have been secretly funding the development and training of super-powered...



I'm surprised to find the Globe even here today...

...I thought you might have your hands full with things like Reed Richards sleeping with Madonna.



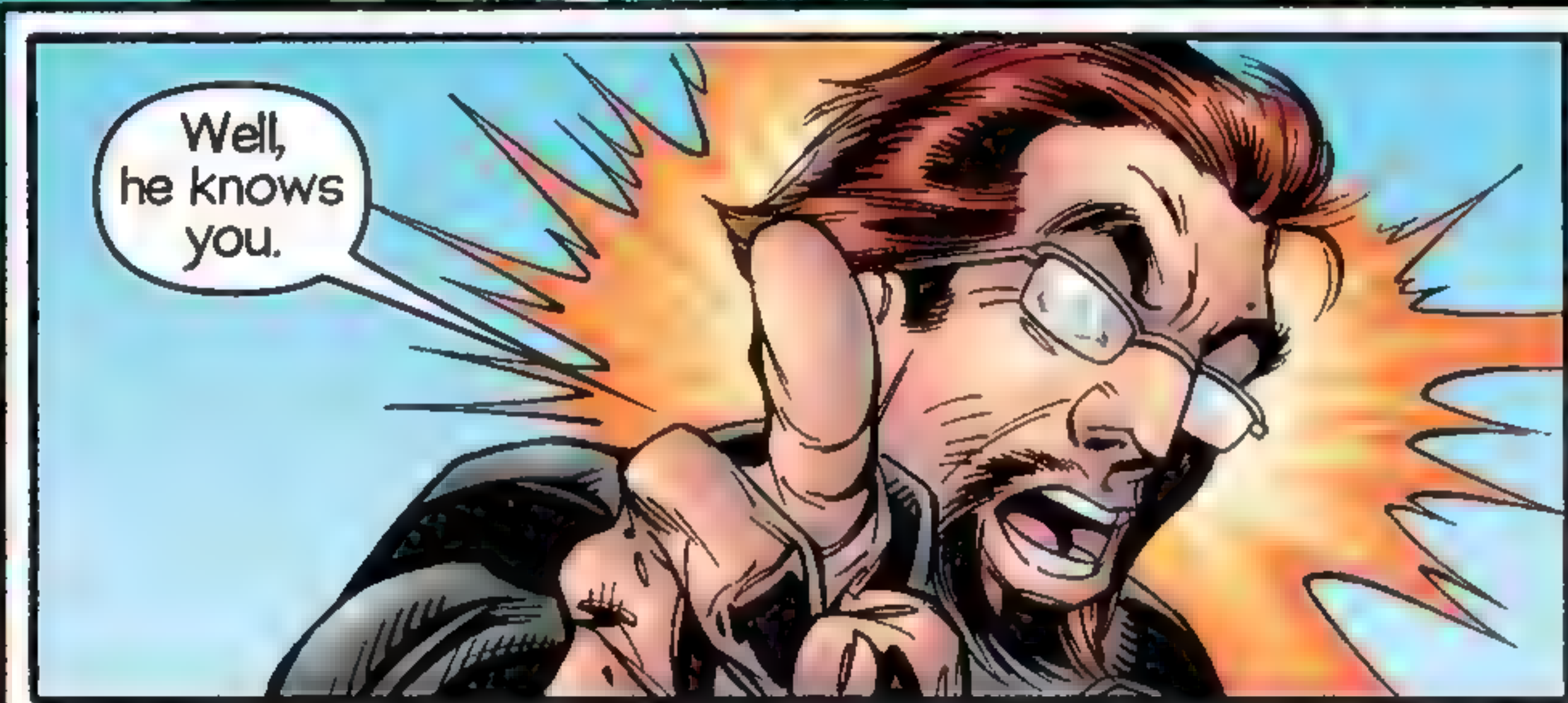
I've actually heard that one before, sir.

Ben Urich--
Daily Bugle--

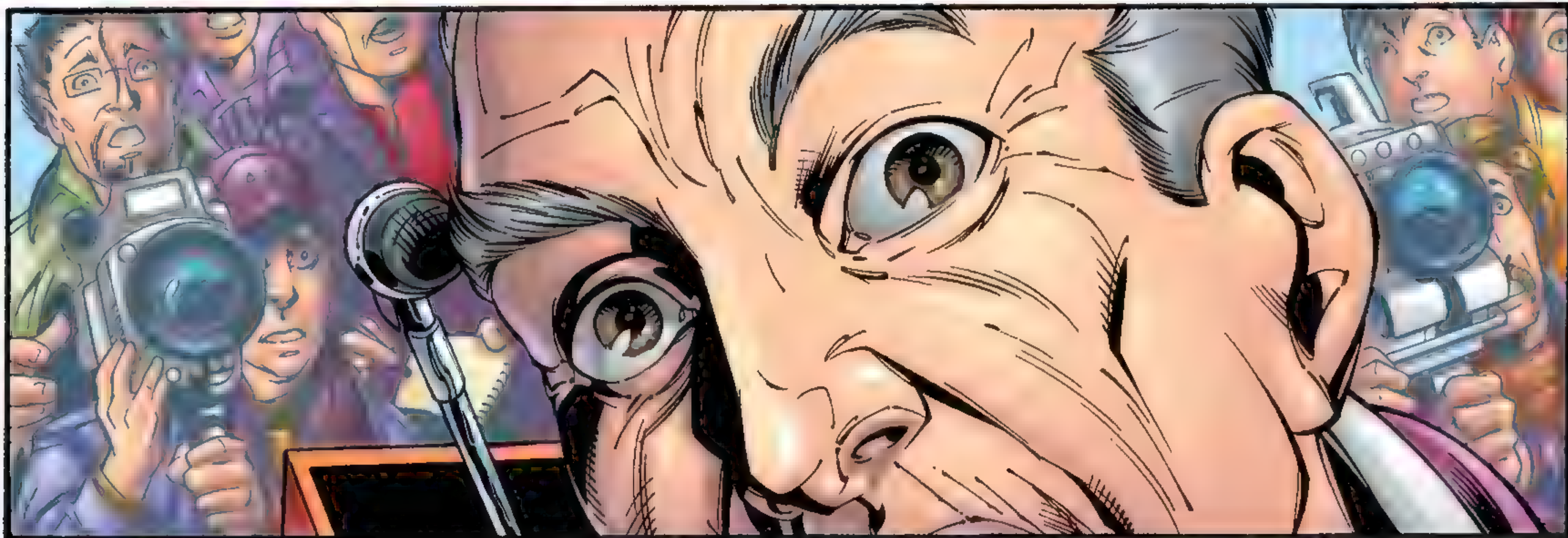
--Mr. Hammer, wh-what is the nature of your relationship to Doctor Otto Octavius?

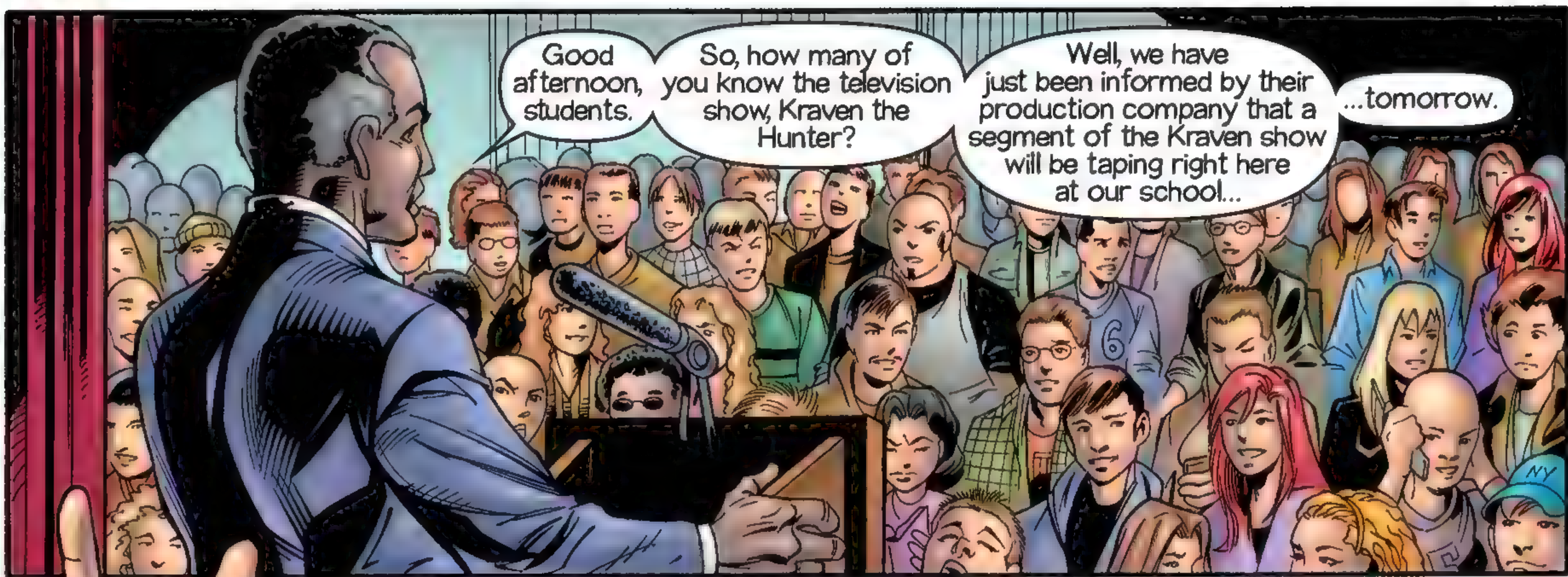


I--uh--I don't know anyone by that name.



Well, he knows you.





Good afternoon, students.

So, how many of you know the television show, Kraven the Hunter?

Well, we have just been informed by their production company that a segment of the Kraven show will be taping right here at our school...

...tomorrow.



Hey yeah!!

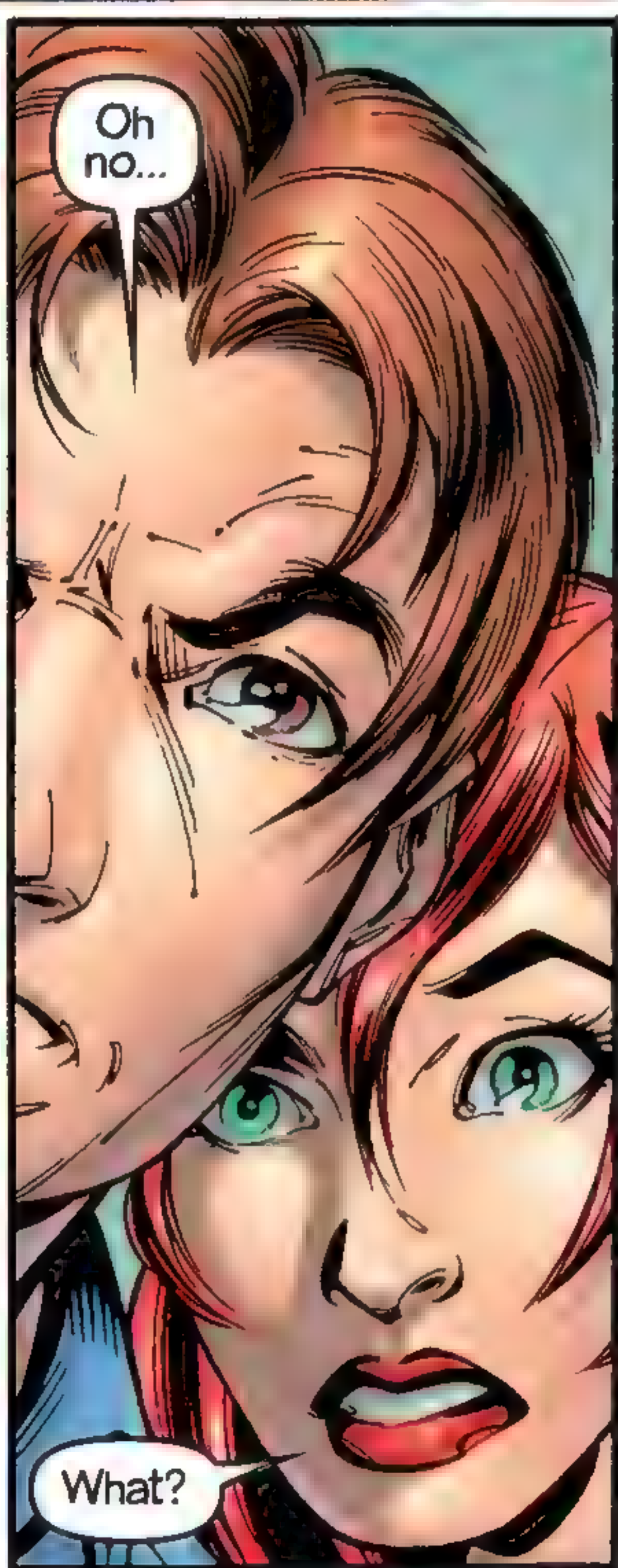


This is important--if you do want to appear on the show, you're going to have to have your parents sign this release form.

If you do not do this, your head will appear all tiled out and you won't get on TV.

So make sure to take a release form from your home room teacher and bring it home tonight.

Hold on--what?



Oh no...

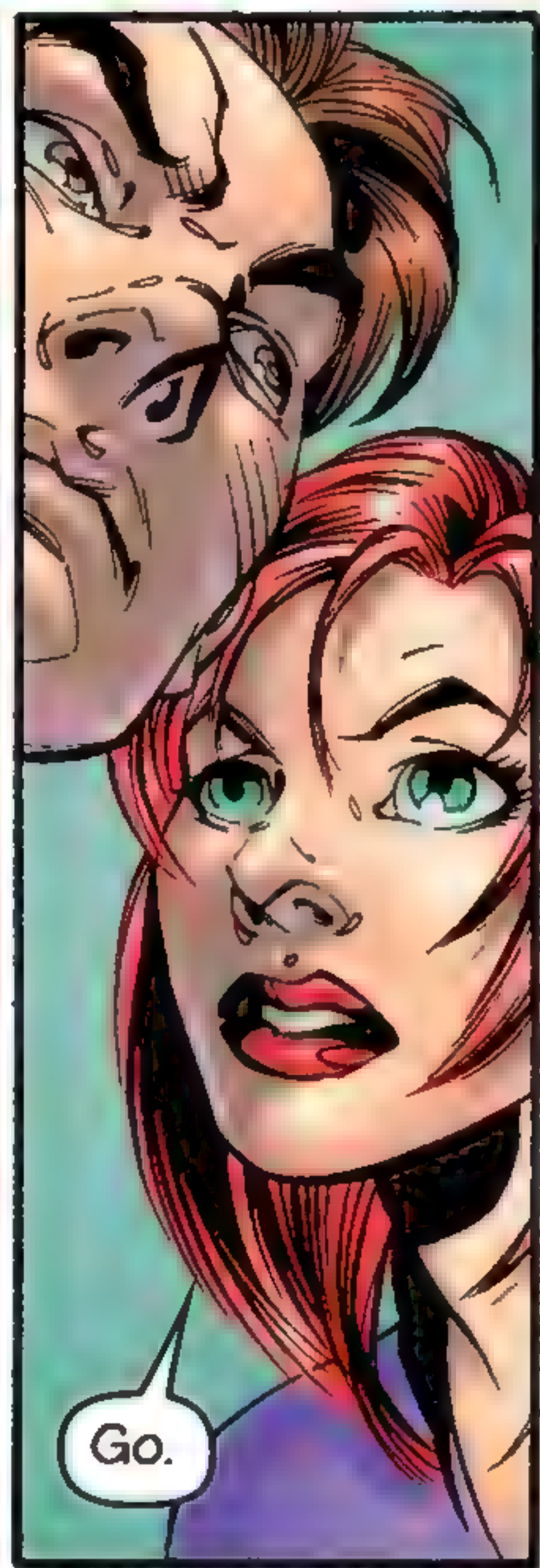
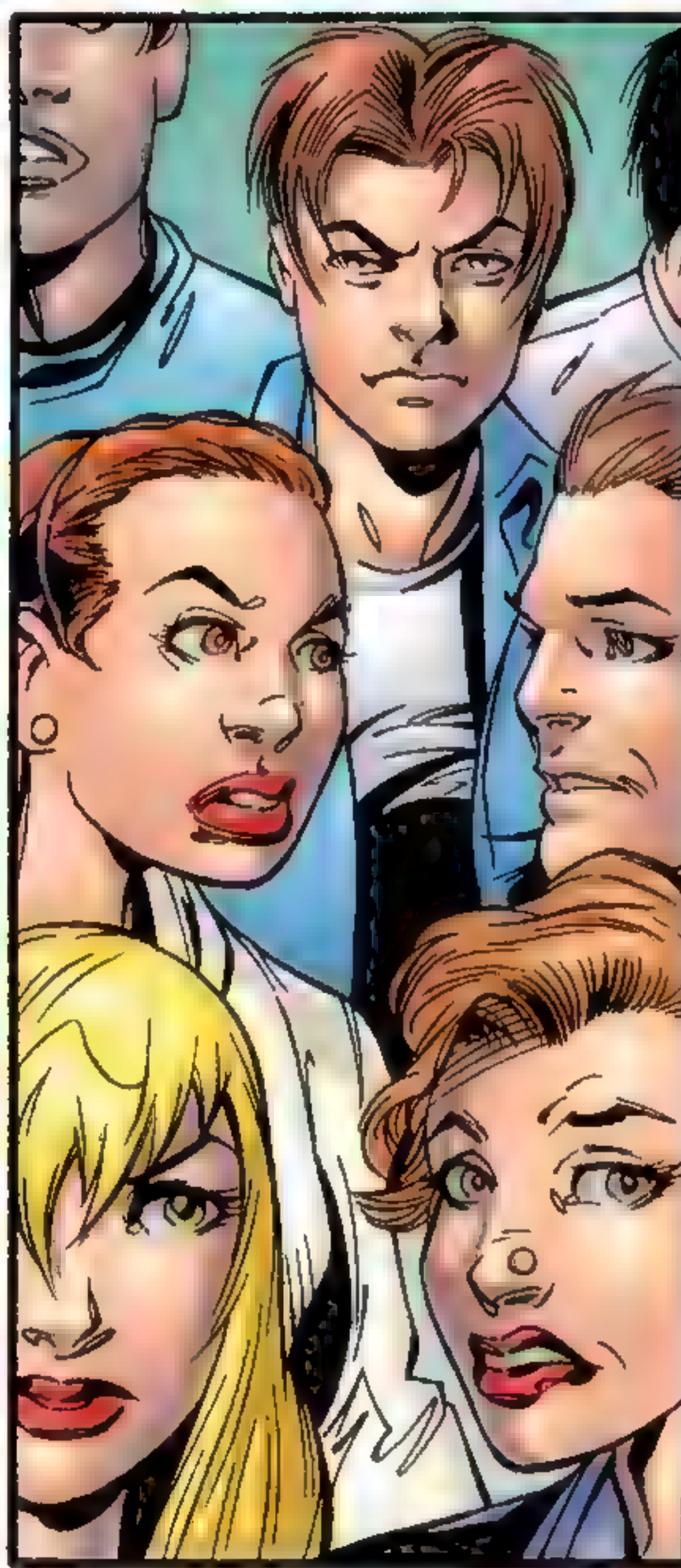
What?



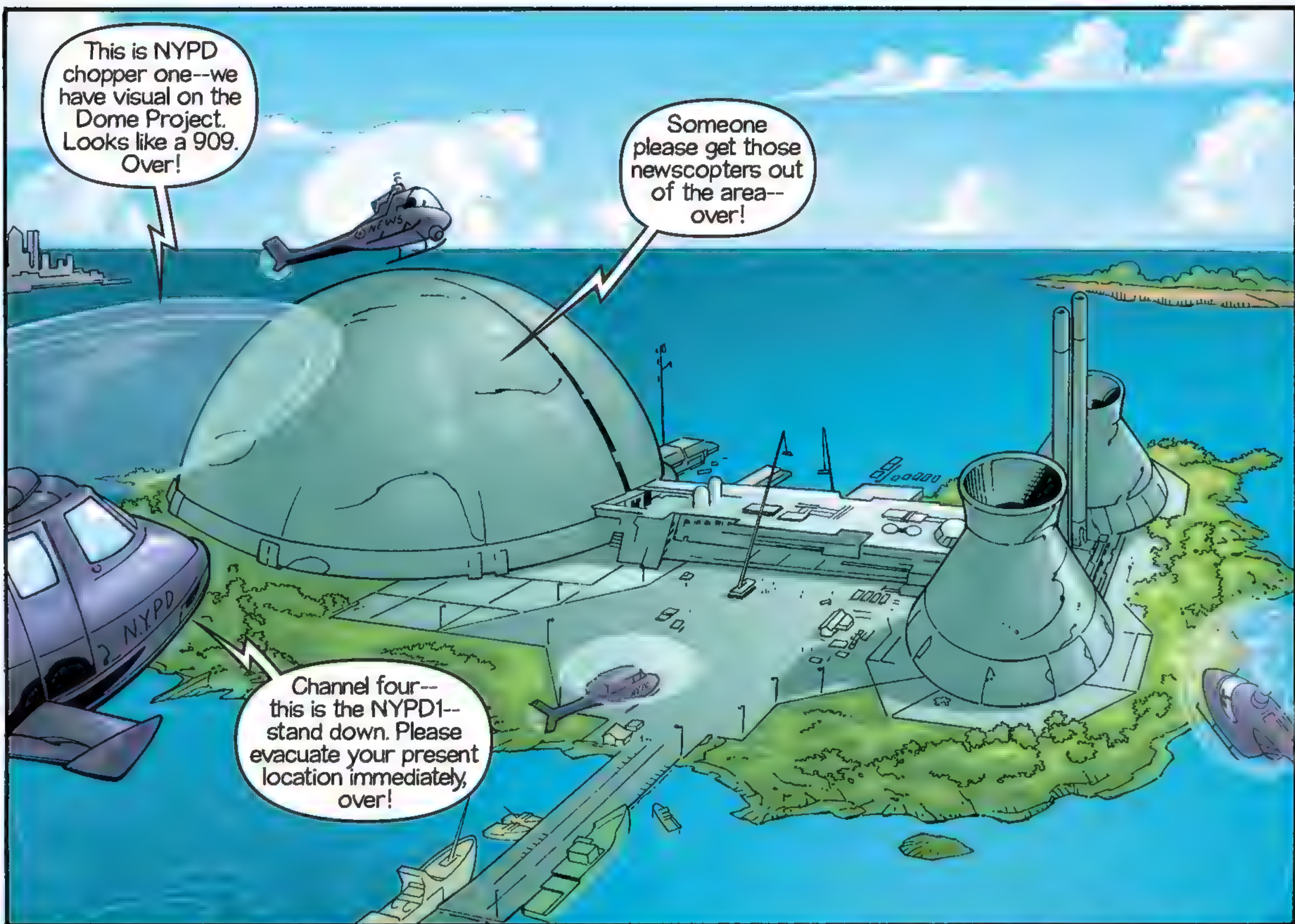
Okay now. Now everyone remain calm.

We just received word that there's been some kind of trouble in the city.

We're still getting details but--but the authorities have asked us to ask you to remain seated and remain calm.

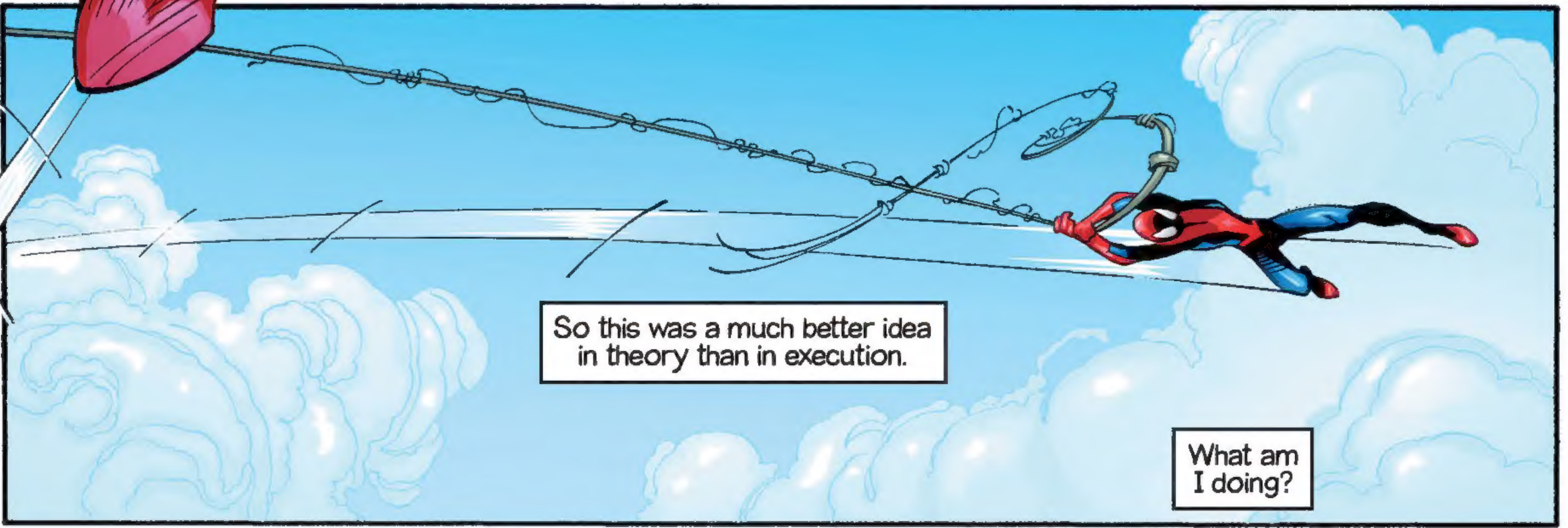


Go.



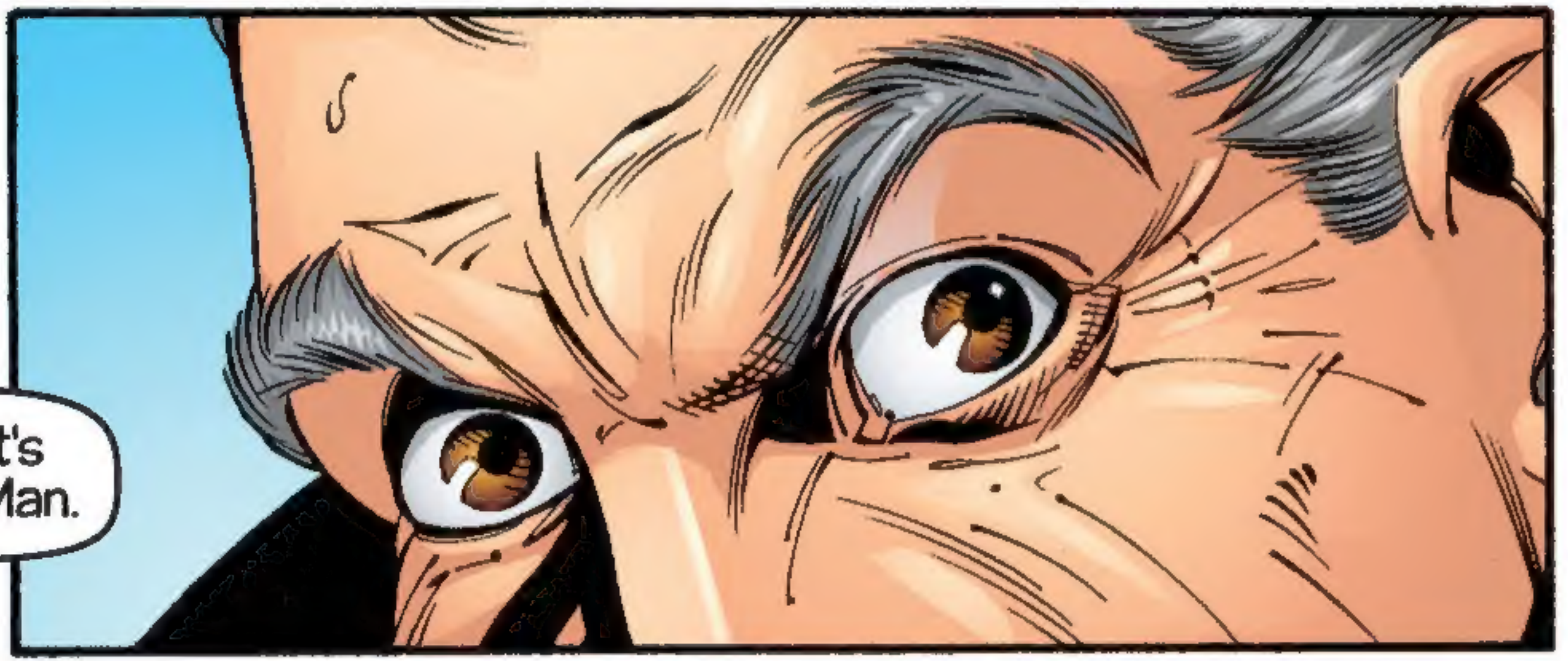
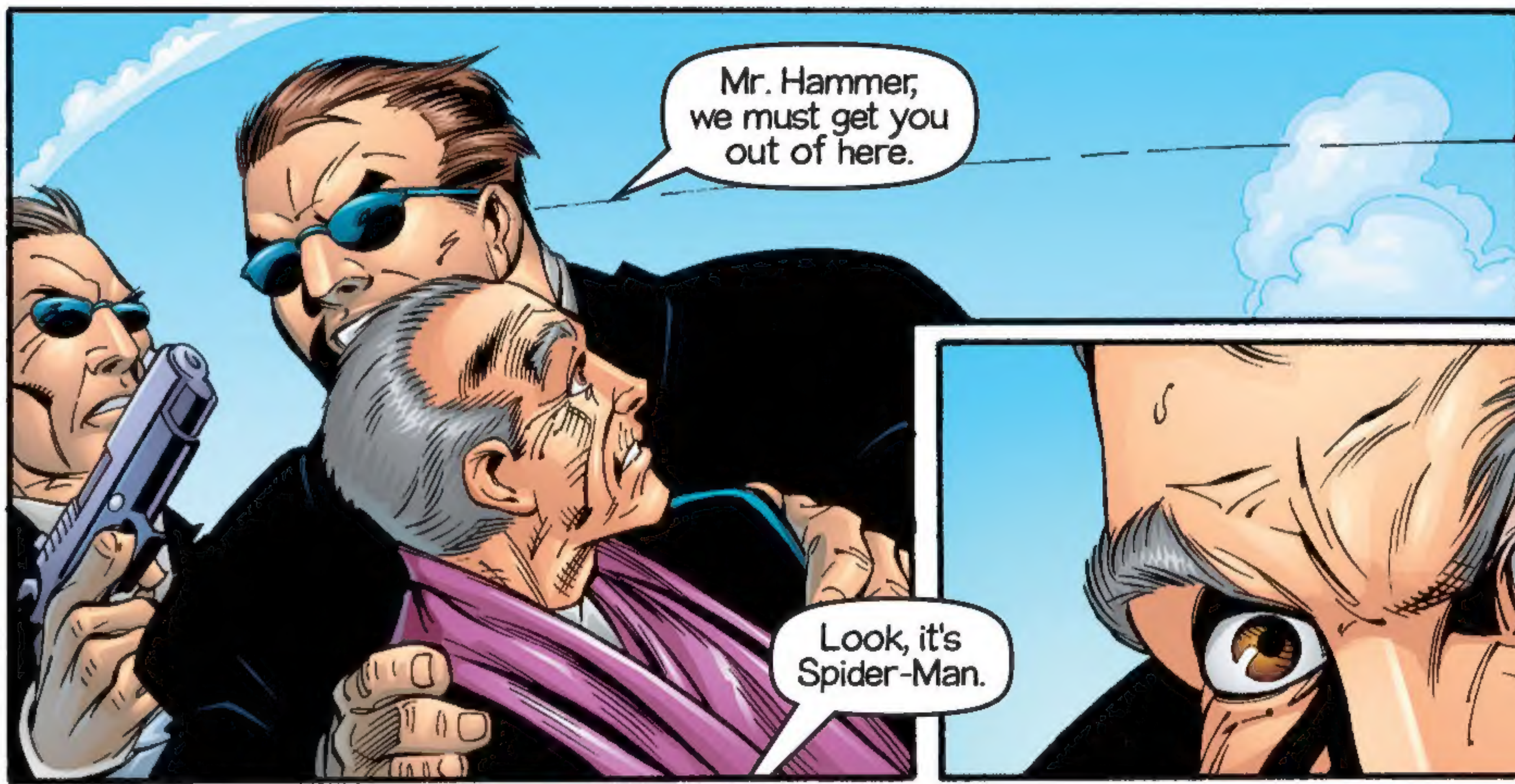


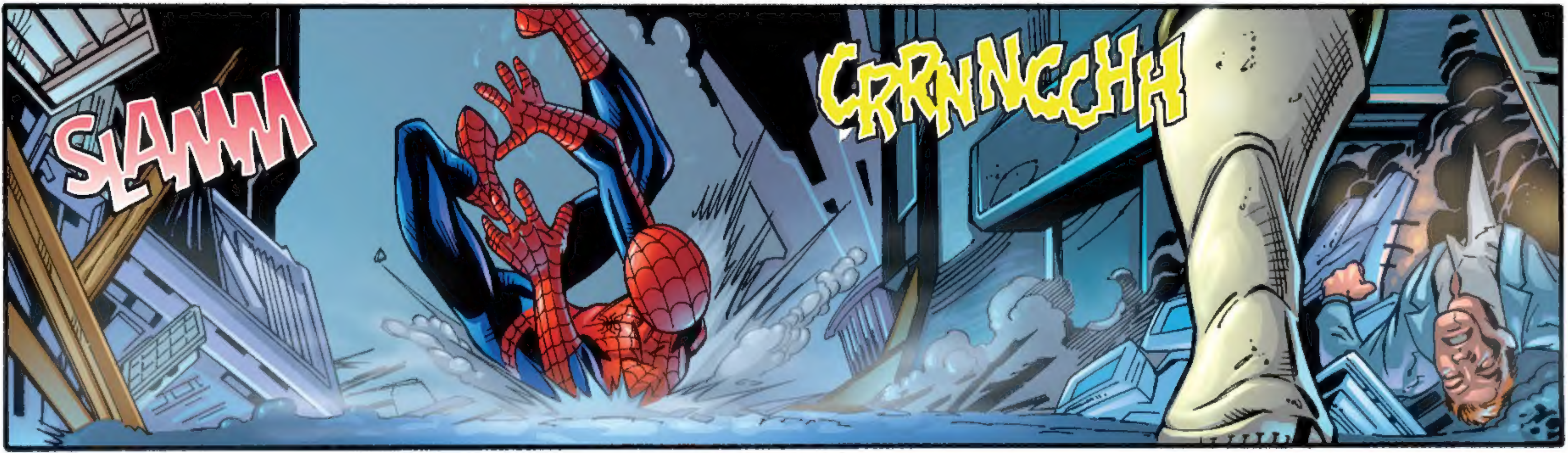
Hamana
Hamana
Hamana
Hamana
Hamana
Hamana



So this was a much better idea
in theory than in execution.

What am
I doing?







SON OF

VULTURON